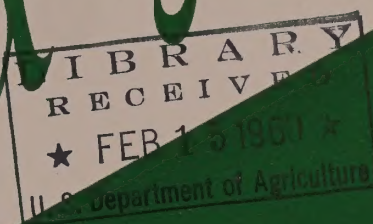


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ALL THAT'S  
BEST FOR  
1960

# Stafford Mums



Our 54th Annual List

STAFFORD CONSERVATORIES, Inc.

STAFFORD SPRINGS, CONN.

Overland 4-2751



## TERMS OF SALE

### PRICES QUOTED IN THIS LIST ARE WHOLESALE ONLY

When ordering please enclose Billhead or Letterhead to establish identity for trade purposes.

### MINIMUM ORDER 50 R. C. OF A VARIETY

**Cancellations or changes** on early booked orders must be received at least 30 days before shipping.

### PARTIES OUTSIDE THE TRADE

### ADD 25% TO THE PRICES QUOTED IN THIS CATALOGUE.

If less than 50 R. C. of a variety are wanted write for prices.

## TERMS OF PAYMENT

CASH UNLESS CREDIT IS ESTABLISHED WITH US.

5% DISCOUNT for CASH with order, or on credit accounts 20 days after date of invoice. Net 30 days.

C. O. D. ORDERS must be accompanied by one-fourth the amount of the order to guarantee acceptance.

## DISCLAIMER

It is our policy and constant effort to secure and provide the cleanest stock available. We exercise every care to deliver to our customers the best stock possible.

We give no warranty, expressed or implied, as to the productiveness of any stock, as we exercise no control over the conditions under which the stock is planted and grown by the purchaser. Therefore, we cannot be held responsible for the results produced. Our liability in any instance is limited to the purchase price of the stock in question.

We hold ourselves responsible for miscounts or misdirected shipments and will gladly make adjustments or replacements should they occur. These must be reported promptly. Please return packing sheets in such cases.

### PRICE SCHEDULE — PER SHIPMENT

#### MINIMUM ORDER 50 ROOTED CUTTINGS OF A VARIETY

When less than 50 cuttings of a variety are wanted, write for prices.

50 ONLY each variety per 50	100-250 each variety per 100	300-450 each variety per 100	500-950 each variety per 100	1000 up each variety per 100
\$3.25	\$6.25	\$6.00	\$5.75	\$5.50
3.38	6.50	6.25	6.00	5.75
3.50	6.75	6.50	6.25	6.00
3.63	7.00	6.75	6.50	6.25
3.75	7.25	7.00	6.75	6.50
3.88	7.50	7.25	7.00	6.75
4.00	7.75	7.50	7.25	7.00
4.13	8.00	7.75	7.50	7.25
4.25	8.25	8.00	7.75	7.50
4.38	8.50	8.25	8.00	7.75
4.50	8.75	8.50	8.25	8.00

## DISCOUNTS EFFECTIVE JANUARY 1, 1960

### CASH AND EARLY ORDER DISCOUNT

Number of weeks order is received at  
Stafford in advance of delivery date.

1 - 5 weeks	5%
6 - 13 weeks	7%
14 - 21 weeks	10%
22 or more weeks	12%

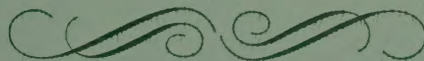
CASH AND EARLY ORDER DISCOUNT  
is available only when paid within 20 days  
from date of invoice.

### QUANTITY DISCOUNT

This discount applies to users of 5,000 or  
more cuttings during the calendar year.

5,000	5%
10,000	10%
25,000	15%
40,000	20%

Discount credited as shipments reach dis-  
count quota and covers all shipments made  
during the calendar year. Quantity discount  
available only if paid within 90 days from  
date of invoice.





## COLLECTIONS — OUR SELECTION OFFER

We will select Cuttings to meet your seasonal requirements at the prices below. Varieties will be selected by us from surplus stock at the time of shipment and cannot be restricted to other than Standards or Spray Types, Color and Flowering Period.

### MINIMUM SHIPMENT AT THIS PRICE 300 R. C.

Quantities under 300 billed at list price of variety supplied.

300 — 950  
**\$6.00 per 100**

1000 and up  
**\$5.75 per 100**

Orders calling for 1000 or more and restricted to 50 of a Variety billed at \$6.00 per 100.

**10% discount on 10,000 or over of OUR SELECTION.**

GIVE INFORMATION BELOW WHEN ORDERING.

STANDARDS — QUANTITY ..... FLOWERING PERIOD .....

SPRAY TYPES — QUANTITY ..... FLOWERING PERIOD .....



## METHOD OF SHIPMENT

All orders shipped by **EXPRESS** unless requested otherwise. Prices quoted are F.O.B. Stafford Springs, Conn.  
**PARCEL POST SHIPMENTS** — Sufficient postage must be included when cash accompanies the order.

## DELAYED OR DAMAGED SHIPMENTS

**DO NOT REFUSE OR RETURN SHIPMENT.** Have delivery Agent inspect and sign for the extent and nature of the damage.

Our responsibility ceases when we make delivery of cuttings in good condition to the Transportation Company.  
**YOU MUST FILE CLAIM FOR LOSS.** Transportation charges are usually refunded when claim is paid.

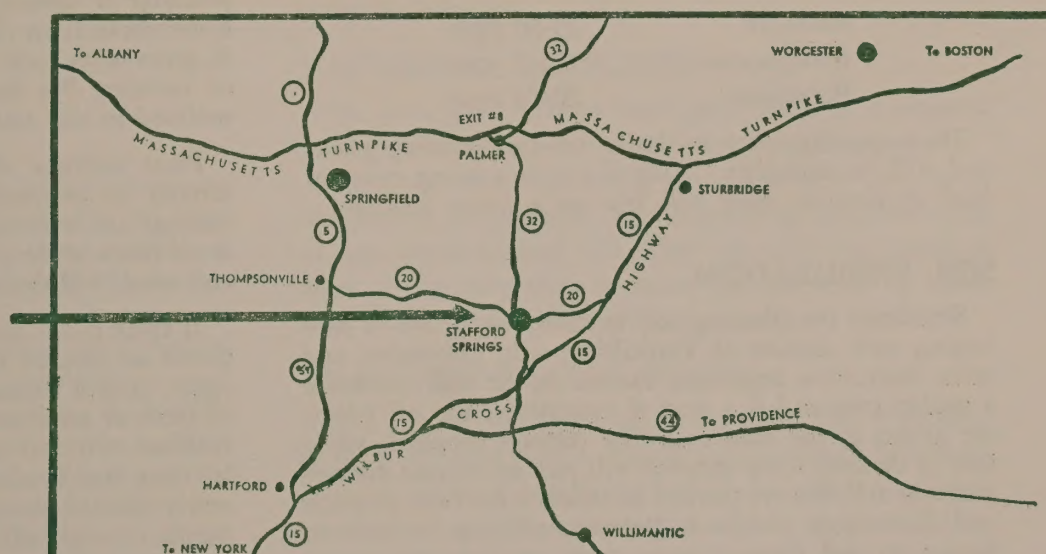
Notify us promptly and we will do our best to supply such varieties as you wish replaced. Your claim will reimburse you for the damaged shipment.

## CALL ORDERS

Many Customers prefer to call for their cuttings rather than have them shipped. **ORDERS PLACED IN ADVANCE** for **STAFFORD MUMS** can be called for at Stafford Springs on the day of the week most convenient to you. However, **THOSE WISHING TO SELECT ORDERS ON ARRIVAL MUST CALL ON THURSDAY, FRIDAY OR SATURDAY UNTIL NOON.** This policy is necessary due to the fact that shipments by express, etc., must be made early in the week.

Transportation costs are increasing. Only at Stafford can you order your cuttings to have them freshly packed for you to pick up and plant the same day.

*Visitors are always  
welcomed at the  
Stafford Conservatories*





## GROWING 'MUMS FROM START TO FINISH

The first step if you are not experienced in growing 'MUMS is to acquaint yourself with their habits and needs, then be prepared to take care of them as they progress in growth. We give below basic details which we find are most widely used among reputable growers in this section of the country. The grower will soon learn by his own experience how to modify or elaborate on these instructions.

The successful grower will figure out his planting schedule, many months or a year in advance. This not only helps you but the supplier of young stock to have sufficient stock for the particular planting date. Have the space ready for them and plant the cuttings on arrival or as soon as possible. The cuttings you receive will be grown under modern conditions, from the cleanest stock available, and as free from disease and premature buds as modern methods can produce. Failure to carry out and properly execute each step at the correct time will show its effect in the growth and quality of your finished product.

### SOIL — Preparation and Fertilizing

'Mums grow well in most soils. Moderately porous soil is best. This can be made by the addition of peat or manure but knowing the behavior and nutrient content of your own particular soil is important. Soil tests will give you this information and if you cannot do this yourself, your Agricultural College or Experiment Station will be glad to do it for you.

Before sterilizing or planting, add lime and superphosphate as needed. (In case of steam sterilizing these materials should be added before sterilizing.) Use about 3-5 lbs. to 100 sq. ft. of bench space. Nitrogen and Potash can be added after the plants have become established and start to grow. These elements can be applied in dry or liquid form according to the growers preference. A complete dry fertilizer such as 5-8-7 or 5-10-5 or any of the water soluble fertilizers can be used.

#### SAFE NUTRIENT RANGE FOR ESTABLISHED PLANTS

Nitrogen	25-50 ppm
Phosphorous	2½-5 ppm
Potassium	20-40 ppm

These readings may be lower on fast growing plants and still be sufficient. Also if you are using constant feed application, they will run on a lower average.

### SOIL STERILIZATION

Sterilizing the planting soil is vitally important in destroying such diseases as Verticillium wilt, nematodes, and other destructive organisms carried in the soil, to insure a quality crop and is a must if successive crops of 'Mums are grown in the same soil. The cuttings supplied, while free of diseases when received will pick up various diseases from the soil they are planted in, unless it has been properly and thoroughly sterilized. Before sterilizing be sure to loosen all soil thoroughly as steam or chemicals cannot penetrate hard packed soil satisfactorily.

In addition to producing a better crop sterilizing also proves to be economical in allowing reuse of valuable soils and humus, and saving on costly labor involved in changing soils and weeding.

Sterilizing can be done with either Steam or Chemicals. With steam sterilizing, which is most practical, it is necessary first that the soil be moist before sterilizing and that a temperature of 180 degrees fahrenheit be maintained throughout the entire soil mass for a period of not less than one half hour.

Chemical sterilizing such as Vapan or Chloropicrin can be used where steam is not available and circumstances will permit it. The soil should be at least 60 degrees fahrenheit and the greenhouse being treated should have no other living plants in it, as chemical reactions will destroy them. There are a number of chemicals suitable for this work, but whatever is used, follow the manufacturer's instructions carefully.

### HIGH SALTS DAMAGE FOLLOWS STERILIZING

When using old soils, or soil used for a previous crop, it should first be sterilized. Then watch for high soluble salts which may be present 2 weeks after sterilization. These salts cause plenty of trouble to 'Mums. They are the residue of fertilizers used on the previous crop, and will kill the roots of young cuttings or seedlings, or result in a poor sickly crop. These salts can be washed out of the soil by HEAVY LEACHING with water, giving two or three applications in succession. High salts do not necessarily mean high nutrient levels. You can have high salt and low nutrient levels. After you get rid of the high salts you should continue with a regular feeding program, as you wash out all your fertilizer as well as the salts. The use of liquid or water soluble fertilizers also helps to reduce salt hazard.

GOOD DRAINAGE IN BENCHES IS ESSENTIAL.

### PLANTING AND SPACING

The time of planting will be determined by the blooming date, or response group, quality and size of flowers, and pinching if desired. For normal flowering allow about three weeks from planting to pinching. Normal pinch date is given with each variety listed in the general catalogue of varieties. For the off season program refer to schedule outlined in this catalogue for planting and pinching data.

Plant cuttings shallow, not over one inch deep and directly to permanent benches if possible, soon as the cuttings are received. Keep roots of the cuttings protected at all times while planting. Exposure, especially to hot sun and wind, will destroy the root action in a few seconds.

If space is not ready when cuttings arrive they should be potted or banded to keep them soft and growing. Here again, careful attention should be given to see they are put in fresh or sterilized soil, so as to keep them free of verticillium wilt and other soilborne diseases. Be sure not to let them stay too long in this crowded condition. Shading newly planted stock on very hot sunny days for the first couple of days will help considerably, as well as, frequent spraying with water over the tops of the cuttings. They should not be allowed to wilt.



Spacing will depend on the quality desired as well as the time of year and number of pinches. Standards are generally spaced 7 x 8 or 8 x 8, grown two stems to the plant. Some growers allow three flowers to come on the outside rows where light is more abundant. For single stem culture 6 x 5 or 6 x 6 is ample. Pompon spacing depends on method of pinching and varieties. Some varieties have much heavier foliage than others and require more space. For the one pinch method 6 x 8 or 7 x 8 is fairly standard. For 2 pinch method 8 x 9 or 9 x 9 will be sufficient. For single stem production 4 x 6 or 4 x 7 is about right. The general rule followed is to give each flowering shoot approximately 20 sq. in. of space.

## WATERING

Chrysanthemums require lots of water, especially when grown on raised benches and if you have a good porous, well drained soil. Water heavily after planting and then spray or sprinkle plants for a few days until they have taken hold. Do not let them wilt if possible. Once the foliage gets heavy do not water overhead and by no means allow the foliage to be wet overnight. Keep the foliage dry and the soil moist.

## PINCHING

Pinching means the stopping of the upright growth of the plants by cutting or breaking off the growing tip of the plant stem. It is done to increase the number of stems per plant, to control type of bud formation and to keep plants shorter in growth. This will cause a number of breaks or shoots to appear. The plants should be pinched soon after the cutting takes hold and starts to grow freely. Usually only the tip of the stem is removed when under fast modern production. Do not pinch down into the hard stem. Thinning the breaks down to about 3 shoots to the plant on pompon varieties and 2 shoots on the Standards usually give best results. Normal pinch dates are given in the general listing of varieties. For the off season cut flower or pot plant program refer to pinch dates in the desired schedule.

## LIGHT AND TEMPERATURE

Except for the first few days when the young cuttings are planted or potted, Chrysanthemums require all the light they can get. If shade is on the roof from summer it is best to remove it at least by the 1st of September. Chrysanthemums are no longer considered a cool crop. A minimum of 50 degrees or better still 55 to 60 degrees night temperature is considered best for all stages of growth for normal flowering. This is particularly important during bud initiation as too low a temperature will prevent buds from forming properly and likely result in some blind growth. Temperatures too high, 90 degrees or over, which can occur under black cloth, is also bad as it tends not only to slow down the crop but fades the pink, red and bronze shades.

## INSECTS — PREVENTION AND CONTROL

It is very important to keep the stock clean and free of injurious insects. The best way to insure this is to start spraying the plants about two weeks after planting and to spray at intervals of every two or three weeks until color shows. You will find it easier to keep them clean than to wait until infestation shows up and causes damage, then have the task of trying to get the best of it.

A good general purpose spray for Chrysanthemums:

Material	Amount to make		
Water	100 Gal.	25 Gal.	3 Gal.
DDT 50% wettable powder	1 lb.	1/4 lb.	1 1/2 tbsp.
Malathion 25% wettable powder	2 1/2 lbs.	10 oz.	4 tbsp.
Parzate, or Fermate	1 1/2 lbs.	5 oz.	2 tbsp.
DuPont Spreader sticker - or other spreading agent such as Dreft, may also be used	6 oz.	2 tbsp.	1 tsp.

Mixing Procedure — Put all dry ingredients into a can or pail. Add small amount of water, stir to make a thin paste. Put a small portion of the water to be used into the spray tank. Add above mixture slowly, stirring constantly, (run agitator while adding the mixed solution). Add balance of water and be sure it is well mixed before using.

## DISBUDDING

It is extremely important that you take the time to select the flowering buds on Standards as soon as they appear and are sizeable enough to remove. If the crop was planted and pinched on or near the recommended dates, flower the first bud that appears. In other words, as soon as a bud of any kind appears, remove all side shoots and let the center bud flower.

## SUPPORTING THE PLANTS

To grow good flowers with good stems it is essential to keep the plants properly supported at all times.

The wires and cross string method is least work, most economical and practical. Start supporting the plants soon as they are established and either add additional layers of wires and cross strings or move the first layer up about every 10 to 15 days depending on growth.

## TO PREVENT PREMATURE BUDS

ALL Mum cuttings need additional light, according to their response group, during certain times of the year so as to prevent premature buds, when grown in temperatures over 50 degrees. See "Additional Lighting Schedule" and "Year 'Round Lighting and Shading Schedule" on page 20.



# THE CONTROL OF PESTS AND DISEASES

## EFFECTING CHRYSANTHEMUMS

Our own controls for most common Chrysanthemum Pests and Foliar Diseases are: D.D.T. as a spray or dust, Systox in soil as a systemic, Malathion as a spray, Parzate as a fungicide, alternating Aramite, Aramite and Lindane, and Parathion as Aerosol bombs. There are many other controls that are equally effective which can be used.

PESTS	CONTROLS
Red Spider	Malathion or Parathion as a spray. Systox as a systemic in soil. Aramite or Parathion Aerosol bombs. Alternate bombs for best results.
Resistant Spider	Alternate Dithio and Chlorobenzilate bombs.
Thrips	Lindane, Malathion bomb or spray. D. D. T. dust or spray.
Aphids	Malathion or Parathion bomb or spray. Lindane or Thiodan as a spray. Parathion pressure fumigators also useful for small areas, especially when aphids attack open flowers.
Leaf Roller Midge Tarnish Plant Bug or Cinch Bug	Parathion bomb, spray or dust. D. D. T. spray or dust.
Mite: Glazed brown appearance on underside of foliage.	Endrin spray very effective.
Botrytis or Petal Rot	Dust or spray weekly with Parzate. Keep air circulating, ventilate and heat. Keep humidity down. Portable fan installation very effective. C. M. 19 as a spray, as crop nears maturity (Eliminates Residue.)
Foliar Nematode: Tiny Eelworms inside leaves causing brown blotches.	Parathion spray. Systox in soil 3 to 4 weeks after planting. O M P A Bomb.
Septoria Leaf Blight Black Spot	Regular spraying with either Parzate, Fermate or Captan. Keep houses clean. Ventilate freely.
Verticillium Wilt	Outer edges of leaves turn yellow. General wilting of leaves usually starting at bottom and working up. Little can be done for current crop. Sterilize Soil and use Verticillium free cuttings before replanting.
Mildew: White powdery growth on upper side of leaves.	Spray wettable Sulphur with spreader. Mildex as a spray. Keep well ventilated.



# WHITE STANDARDS

Stafford Mums

VARIETY	MATURES	PRICES PER 50
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VARIETY	MATURES	PRICES PER 50
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## 8 WEEK VARIETIES (Pinch July 14)

**WHITE PINK CHIEF** Oct. 15 3.75  
Intermediate pure white incurved. Responds well under high temperatures. Pink tinge when finished cool. summer Shade programs and normal under glass.

**SILVER SHEEN** Oct. 20 4.00  
Intermediate incurved, clear white. September shade and normal under glass.

## 9 WEEK VARIETIES (Pinch July 21)

**MARBLEHEAD** Oct. 25 4.13  
Medium clear white incurved. Will support 4 and 5 stems per Plant with well shaped flower. Good for fast disbuds and summer flowering, June thru October. Larger than Themesong.  
**QUEENS LACE** Nov. 1 3.88  
Reliable White Spider. Temperature tolerant Standard and Fast Disbud programs. Novel Pot Plant requiring tall treatment.

**WILSON'S WHITE** Nov. 1 3.75  
Intermediate incurved, for pots only. Best flowered under higher light intensities April thru November.

**DONLOPE'S WHITE SPIDER** Nov. 1 4.38  
Large straight quilled ivory white spider characterized by durable flowers on strong stems. Best flowered April thru November.

## 10 WEEK VARIETIES (Pinch July 28)

**GIANT BETSY ROSS** Nov. 5 3.50  
Large incurved flower that is still the best flower for high temperature periods when Indianapolis Varieties cannot be recommended. This is the Mum that is the largest and most reliable for mid-June to mid-September.  
**INDIANAPOLIS WHITE** Nov. 5 3.38  
Large incurved white. Responds well in all programs. Requires full 60° degree temperature for northern winter flowering.  
**IMP. INDIANAPOLIS WHITE** Nov. 5 3.38  
Recommended for flowering December thru April. Reduces quilling and pinking during this period. Will withstand slightly lower temperature than Ind. White.  
**INDIANAPOLIS No. 3 WHITE** Nov. 5 4.50  
Selection from Ind. White that does not quill under winter low light and temperature conditions. Noticeably larger than the Improved Ind. White, of whiter color, and superior in its form retention and depth of flower. Best selection to date from Indianapolis White.

**OREGON** Nov. 5 3.38  
Best white pot mum available for all periods. Perfect companion to the Delawares for convenient programming. Strong breaking action, when Short Treatment used, producing large white blooms that give maximum show for specimen Pot Mums.

**NIGHTINGALE** Nov. 5 4.13  
White Spider variety with a chartreuse green overcast. Offers the something different for retail trade.

**FRED SHOESMITH** Nov. 12 3.63  
Here is a large, incurved White standard that is consistently larger than the Indianapolis varieties and usually flowers about seven days later than they do in any Off Season program. Shoemsmith varieties are most reliable when grown under pinched programs. Does not display winter quilling or pinking.

## 11 WEEK VARIETIES (Pinch Aug. 4)

**MEFO** Nov. 15 3.50  
Large incurved ivory white standard. Very reliable 'Mum for January thru March in northern programs, where some find it better than the Indianapolis or Shoemsmith varieties.

**MARKETEER** Nov. 18 4.00  
Intermediate semi-curved. Best grown as pinched crop. May be used for pinched or single stem pots.

## 12 WEEK VARIETIES (Pinch Aug. 11)

**IMP. WHITE PETER JOHN** Nov. 25 4.38  
Large reflex. Clear white. This is a real improvement.  
**CHATTANOOGA** Nov. 25 3.88  
Large incurved clear White, for thanksgiving.

**DECEMBER GLORY** Dec. 1 4.00  
Intermediate perfectly incurved. White.  
**MARGARET MOELLER** Dec. 3 4.25  
Intermediate incurved. White.



# WHITE STANDARDS (Cont.)

VARIETY	MATURES	PRICES PER 50
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VARIETY	MATURES	PRICES PER 50
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## 13 WEEK VARIETIES (Pinch Aug. 18)

**WHITE MISTLETOE** Dec. 5 4.38  
Intermediate incurved white, best with cool finish.

**SMITH'S LATE WHITE** Dec. 13 3.75  
Intermediate incurved, Ivory white. Best late white available. Can be held to late December if finished cool.

# YELLOW STANDARDS

## 8 WEEK VARIETIES (Pinch July 14)

**GOLD LODGE** Oct. 15 4.25  
Intermediate incurved, deep lemon yellow.

**MRS. KIDDER** Oct. 20 4.00  
Intermediate incurved, deep lemon yellow.

**BLAZING GOLD** Oct. 23 3.88  
Intermediate semi-incurved, deep golden yellow. Standard or fast disbud. Good for single stem or pinched spring pots.

## 9 WEEK VARIETIES (Pinch July 21)

**SUNGLOW** Oct. 25 4.25  
Intermediate, golden yellow, incurved.

**YELLOW MARBLEHEAD** Oct. 25 4.25  
Medium yellow incurved standard that will support and develop a maximum of breaks per plant. Very good for disbud programs, or for the retailer looking for smaller and neater mums that offer greater versatility for the designer.

**LUYONA** Oct. 25 3.88  
Large deep yellow spider on strong rigid stem. Growing and flowering habits generally preferred to those of the Lace varieties. Good companion to Donlope's White Spider and Bunbu. Can be flowered at any time of year.

**YELLOW LACE** Nov. 1 4.13  
Light lemon spider. Reliable for all programs.

**GOOD NEWS** Nov. 1 3.38  
Intermediate deep lemon yellow. Very durable flower. Best partner for Giant Betsy Ross for high temperature periods when Indianapolis varieties cannot be recommended.

## 10 WEEK VARIETIES (Pinch July 28)

**INDIANAPOLIS YELLOW** Nov. 5 3.63  
Incurved lemon yellow. Largest of the yellow Indianapolis varieties.

**IMP. INDIANAPOLIS YELLOW** Nov. 5 3.38  
Tighter form and slightly darker than Ind. Yellow. Generally preferred for northern winter Indianapolis flowering.

**OREGON TRAIL** Nov. 5 4.50  
Large semi-incurved. Light cream yellow sport from Oregon, (The top ranking White for Pots). A year round pinched pot mum but especially good during periods of lower light intensity.

**YELLOW DELAWARE** Nov. 8 3.25  
Deep yellow semi incurved standard. Tops the field for pots. This is the ideal growth habit and flower size for all flowering periods. The real bread and butter variety for any pot program.

**YELLOW PRINCESS ANNE** Nov. 10 4.25  
Large decorative standard. Sulfur yellow. A very responsive, uniform and efficient pot variety. Outstanding grown as single stem pots and equally valuable pinched. Its Beautiful form provides maximum color display. Color will not tolerate extreme summer heat.

**GOLDEN FRED SHOESMITH** Nov. 12 3.75  
Slightly larger than Yellow Fred Shoesmith with a more intense color. Retains all characteristics of parent and may be flowered for same periods. The Shoesmith varieties seem to be most reliable when grown as a pinched crop.

**YELLOW SHOESMITH** Nov. 12 3.75  
Pleasing yellow sport of Fred Shoesmith. More compact than parent resulting in slightly smaller size, but compactness increases its desirability from handling standpoint.



# YELLOW STANDARDS (Cont.)

Stafford Mums

VARIETY	MATURES	PRICES PER 50
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VARIETY	MATURES	PRICES PER 50
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## 11 WEEK VARIETIES (Pinch Aug. 4)

**YELLOW MEFO** Nov. 15 3.63  
Large incurved deep lemon yellow. Reliable variety for programs November thru April.

**CREAM MEFO** Nov. 15 4.00  
Pleasing light yellow sport of Mefo. Most vigorous of the Mefo family. Produces larger flowers than Yellow Mefo. May be flowered whenever Mefos are recommended.

**YELLOW MARKETEER** Nov. 18 4.25  
Intermediate semi-incurved lemon yellow. Best grown as pinched crop. May be used for pinched or single stem pots.

**BONNAFFON DE LUXE** Nov. 20 3.38  
Intermediate deep yellow incurved. Prolific breaking action resulting in fine flower mass for pot plants. Time tested variety. Requires 65° minimum temperature during bud initiation and early development.

**HARVESTER** Nov. 23 3.88  
Intermediate incurved, deep lemon yellow. Most popular variety for normal Thanksgiving flowering.

**MARIE DE PETRIS** Nov. 23 4.00  
Large incurved, deep yellow for Thanksgiving.

## 12 WEEK VARIETIES (Pinch Aug. 11)

**DK. YEL. CHATTANOOGA** Nov. 25 4.13  
Large incurved, deep lemon yellow.

**GOLDEN PEARSON** Nov. 25 4.13  
Intermediate incurved. Soft yellow for normal flowering.

**GOLDEN MRS. ROSS** Dec. 3 4.13  
Large incurved, light golden yellow.

## 13 WEEK VARIETIES (Pinch Aug. 18)

**TOBIN'S YELLOW** Dec. 13 3.88  
Intermediate incurved, light lemon yellow. Sport from and perfect companion to Smith's Late White.

# BRONZE & RED STANDARDS

## 9 WEEK VARIETIES (Pinch July 21)

**BRONZE PALMERO** Oct. 28 4.50  
Large semi-incurved, Coral bronze. Very responsive and uniform. Does not burn. Holds color well in high temperature periods. May be used for single stem pots, as well as regular and fast crops.

**DETROIT NEWS** Nov. 1 3.63  
Large incurved bronze. Reliable variety for periods when Indianapolis Varieties cannot be used. Best color when finished cool.

**FRED YULE** Nov. 3 4.13  
Intermediate incurved. Glowing orange bronze. Best grown as pinched crop. Good May thru November.

## 10 WEEK VARIETIES (Pinch July 28)

**WAIKIKI** Nov. 5 4.25  
Large durable Red Bronze Spider.

**INDIANAPOLIS BRONZE** Nov. 5 3.75  
Large incurved buff-bronze.

**DARK INDIANAPOLIS BRONZE** Nov. 5 3.75  
Large incurved dark bronze. Better color expression and retention during high temperature periods, than Ind. Bronze.

**DELAWARE** Nov. 8 3.38  
Large semi-incurved reddish bronze. Outstanding for pots for all programs. Color deepest when finished cool.

**WOKING SCARLET** Nov. 10 4.50  
Large decorative standard. A brilliant scarlet bronze color. An exciting combination of color and habit for pots that should render it to rapidly achieve top status along with Oregon and the Delawares as standard pot varieties.

**MRS. ROY** Nov. 13 3.88  
Large incurved, red with copper reverse.



## BRONZE & RED STANDARDS (Cont.)

VARIETY	MATURES	PRICES PER 50
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VARIETY	MATURES	PRICES PER 50
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### 11 WEEK VARIETIES (Pinch Aug. 4)

**BALCOMBE PERFECTION** Nov. 18 4.00

Here is a nice addition for normal Thanksgiving flowering. An intermediate incurve, copper bronze standard that is benefitted by cool finishing temperatures.

**RED BALCOMBE PERFECTION** Nov. 18 4.00

Intermediate incurve standard of outstanding red color with copper reverse. The Balcombe varieties are not tall growers and are benefitted by additional long days under programming.

**MRS. EISENHOWER** Nov. 18 4.38

Golden bronze spider. Nice growth habit.

**BEACON** Nov. 20 4.50

Large, very durable, semi-incurved standard. Rich reddish bronze with gold reverse. Strong, stocky growth habit. Good color retention. Recommended from late Sept. until normal flowering.

**CALVERT'S GOLD** Nov. 20 4.00

Intermediate golden-bronze, semi incurved. Suitable for pots, or as cut flower.

**VALENTINE** Nov. 20 3.88

Medium-size red disbud. May also be used for pots. Will initiate and develop buds at 56°.

### 12 WEEK VARIETIES (Pinch Aug. 11)

**GLADYS PEARSON** Nov. 25 4.13

Intermediate incurved, light bronze.

**OAK LEAF** Nov. 25 4.13

Intermediate incurved, dark bronze.

## PINK STANDARDS

### 8 WEEK VARIETIES (Pinch July 14)

**PINK CHIEF** Oct. 15 4.00

Intermediate incurved, lavender. Withstands lower temperatures. Valuable for outside shade.

### 9 WEEK VARIETIES (Pinch July 21)

**BUNBU** Nov. 1 4.13

A large, fully double, medium lavender pink spider. Outstanding growth habit renders the variety much superior to Mary Garden for regular standards or as fast disbud, from April through November.

**BLUE RIBBON** Nov. 1 3.75

Bright lavender pink incurved. Outstanding pot plant variety, year 'round. Holds color well.

**QUEEN OF PINKS** Nov. 1 3.88

Small incurved for pots only. Profuse bloomer. Best grown where cool finish is possible.

### 10 WEEK VARIETIES (Pinch July 28)

**INDIANAPOLIS PINK** Nov. 5 3.50

Large incurved, deep lavender. Unequaled variety, for flowering at any time of year except from late June through early September. Maintains fine form even through low light conditions.

**DARK ORCHID QUEEN** Nov. 10 3.88

Large incurved dark lavender. Can be flowered September thru May.

**LAUGHTER** Nov. 10 4.00

Intermediate deep lavender, semi-incurved. Vigorous growth habit. Only pink Mum available to date for summer flowering that is dependable. Does not fade rapidly and offers a medium sized standard. Reliable fast disbud year-round.

**PRINCESS ANNE** Nov. 10 4.25

Large decorative standard. Salmon pink. Valuable new color and form addition for the mid September through mid May pot program. Single stem pots are superlative especially when cool finishes can be provided. Pinched pots spread and break well with excellent uniformity and response.

**PINK FRED SHOESMITH** Nov. 12 4.50

Large light pink sport of Fred Shoesmith. Maximum color expression obtained only with cool finish. Habit and response are identical to parent variety, increasing the color range for this outstanding family.



# PINK STANDARDS (Cont.)

Stafford Mums

VARIETY	MATURES	PRICES PER 50
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VARIETY	MATURES	PRICES PER 50
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## 11 WEEK VARIETIES (Pinch Aug. 4)

**CALVERT'S PINK** Nov. 17 4.25  
Intermediate orchid pink suffused with salmon. Unsurpassed for Thanksgiving.

**THANKSGIVING PINK** Nov. 23 4.13  
Intermediate reflexed, amaranth.

## 12 WEEK VARIETIES (Pinch Aug. 11)

**PINK PETER JOHN** Nov. 25 4.25  
Large reflex, light Orchid Pink.

**ROSE HARRISON** Dec. 3 4.25  
Large reflex with a true shell pink color.

## 13 WEEK VARIETIES (Pinch Aug. 18)

**PINK MISTLETOE** Dec. 5 4.38  
Intermediate incurved, lavender. Best color expression with cool finish.

# WHITE POMPONS, SINGLES AND ANEMONES

## 7 WEEK VARIETIES (Pinch July 7)

**CHRIS. COLUMBUS** Oct. 1 3.88  
Large cream white decorative. Top white garden variety for Spring pots, either 6" or 3". Good Cut Flower in the Garden.

**SILVERPLATE** Oct. 12 4.38  
Medium decorative, pure white. Cut flower and Spring pot plant program.

**HORIZON** Oct. 5 4.25  
Intermediate Pompon, pure white. Best cut flower variety in this early flowering period.

## 8 WEEK VARIETIES (Pinch July 14)

**BLIZZARD** Oct. 15 4.25  
Small formal pompon, clear white. Good for Spring and Summer programs.

**PRISTINE** Oct. 20 3.88  
Pure white, intermediate pompon. Good response to all shade programs.

## 9 WEEK VARIETIES (Pinch July 21)

**POPCORN** Oct. 25 4.25  
Intermediate pompon. Pinkish white tinges that diminish with higher temperatures.

**WHITE KEEPSAKE** Oct. 25 4.00  
Intermediate ivory pompon. Good April thru October.

**WHITE POPCORN** Oct. 25 4.00  
Intermediate pompon, cream-white. No traces of pink. Short and prolific growth habit.

**PINOCCHIO** Oct. 25 3.88  
Small white pompon, Very heavy producer. Good response to all programs.

**KEEPSAKE** Oct. 25 4.00  
Intermediate pompon, Cream-white. Temperature tolerant, suitable for all shade programs. Slight pinking with low finishing temperatures.

**SONGSTER** Oct. 25 4.25  
Intermediate white pompon. Good response to Summer programs.



# WHITE POMPONS, SINGLES AND ANEMONES (Cont.)

VARIETY	MATURES	PRICES PER 50
<b>MEMENTO</b>	<b>Oct. 30</b>	<b>4.13</b>
Intermediate chalk white single with green discs and durable petals that retain their original form into maturity. Reliable cloth house variety July thur Oct. and in greenhouse May through Oct.		
<b>HALO</b>	<b>Nov. 1</b>	<b>4.13</b>
Intermediate single, ivory-white. Good May through September.		
<b>SEA GULL</b>	<b>Nov. 1</b>	<b>4.25</b>
Intermediate pompon, ivory white.		

VARIETY	MATURES	PRICES PER 50
<b>ALASKA</b>	<b>Nov. 1</b>	<b>3.88</b>
Intermediate White anemone with white cushion. Good for Spring and Fall shade program.		
<b>THISTLEDOWN</b>	<b>Nov. 1</b>	<b>4.00</b>
A clear white novelty that improves Snowdrift in color clarity and offers a larger flower. Characterized by open terminal growth it is a designers delight for adding distinction to their work. Wholesalers find a definite demand for flowers of this type, and they do much to foster increased sales.		

## 10 WEEK VARIETIES (Pinch July 28)

<b>ICEBERG</b>	<b>Nov. 5</b>	<b>3.38</b>
Here is an outstanding large white pompon that can be raised the year 'round. Requires 60° for bud initiation. Offers a productive 10 week variety for northern programs. Benefited by center bud removal. Excellent for disbud program.		
<b>WHITETOP</b>	<b>Nov. 5</b>	<b>3.50</b>
Intermediate decorative, pure white. Responds well to all programs. Many consider this to be the most dependable variety for outside shade.		
<b>SUPREME WHITETOP</b>	<b>Nov. 5</b>	<b>4.00</b>
Here is a fine selection from the popular Whitetop that offers a much larger flower size and will be characterized by a somewhat stronger growth habit. Outstanding April thru November.		
<b>ENCORE</b>	<b>Nov. 5</b>	<b>4.00</b>
Intermediate pompon, pure white. Clean grower.		
<b>FEATHERTOP</b>	<b>Nov. 5</b>	<b>4.00</b>
One of the most distinctive poms, characterized by strong and vigorous growth. The clear white petallage is feathered and partially tubular surrounding a green center that closes with development. Usable in all 10 week programs.		

<b>SHASTA</b>	<b>Nov. 10</b>	<b>3.50</b>
Large anemone, white-yellow cushion. Very dependable. Tolerates 56°. Best anemone for all season programs.		
<b>WHITE PENNANT (Avail. Apr. 15)</b>	<b>Nov. 10</b>	<b>4.50</b>
Pure white sport of Pennant. This large flowering, productive pom will tolerate 56° and is a dependable performer March thru November. Same strong growth and durable flower will compare favorably with Iceberg without the need for the full 60° during northern winters and without the Pythium problems experienced by some growers with the Iceberg varieties.		
<b>LITTLE AMERICA</b>	<b>Nov. 10</b>	<b>3.88</b>
Intermediate anemone, pure white. Good for Pots and Shading programs.		
<b>ILLINI IGLOO</b>	<b>Nov. 10</b>	<b>3.75</b>
Intermediate white Formal pompon, creamy center. Very productive. Good year 'round.		
<b>ILLINI SNOWDRIFT</b>	<b>Nov. 12</b>	<b>3.88</b>
Quilled, intermediate decorative. Responds well to all 10 week programs.		

## 11 WEEK VARIETIES (Pinch Aug. 4)

<b>SCULPTURE</b>	<b>Nov. 15</b>	<b>4.25</b>
Large ivory-white single. Very strong growth habit. Valuable in January and February flowering.		
<b>WHITE TAFFETA</b>	<b>Nov. 15</b>	<b>3.88</b>
Intermediate decorative, pure white sport of Taffeta. Taffeta family provides fine companions for Sculptures for northern winter flowering.		

<b>SEAFOAM</b>	<b>Nov. 20</b>	<b>4.38</b>
Intermediate pompon, white.		
<b>L. I. BEAUTY</b>	<b>Nov. 20</b>	<b>4.13</b>
Large anemone, white, yellow center.		
<b>HIGHBROW</b>	<b>Nov. 20</b>	<b>4.00</b>
Intermediate decorative, ivory-white. Very productive quality pompon.		



# WHITE POMPONS, SINGLES AND ANEMONES (Cont.)

Stafford Mums

VARIETY	MATURES	PRICES PER 50
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**WHITE DELMAR** Nov. 20 3.75  
White intermediate pom for Thanksgiving. Tinges pink when finished cool.

**NEVADA** Nov. 20 4.25  
Intermediate anemone, white with green cushion.

**PRISCILLA** Nov. 20 4.13  
Intermediate pompon, ivory-white.

**GRECOS CARNATION** Nov. 20 4.25  
A clear white intermediate pom with finely serrated

VARIETY	MATURES	PRICES PER 50
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petals creating a form somewhat similar to that of a carnation. This pom is not a novelty but rather a much needed clear white for its natural season. In as much as the variety performs best with high light intensity it should not be used in light programs.

**PARAMOUNT** Nov. 23 3.88  
Intermediate formal pompon, white. Free Sturdy growth.

**BELRAY** Nov. 24 3.88  
Large Pompon, pure white. Tall grower.

## 12 WEEK VARIETIES (Pinch Aug. 11)

**ILLINI PEACE** Nov. 25 4.38  
Intermediate white anemone. Very productive partner to Illini Wampum.

**WHITE VALENCIA** Nov. 28 4.13  
Large single, white. May be disbudded.

**FORTUNE** Dec. 1 4.00  
Intermediate pompon, white. Quality flower for November and December.

## 13 WEEK VARIETIES (Pinch Aug. 18)

**ACCLAIM** Dec. 5 3.75  
Large formal pompon, clean growth. Outstanding quality pompon in Northern programs.

**ILL. ALBA** Dec. 5 4.38  
A beautiful chalk white daisy that does not pink either from low temperature or from aging. Alba will tolerate 56 degrees for initiation and development and offers dependability for winter programs. Improvement on Yukon.

**ILLINI STARLET** Dec. 10 4.25  
Small anemone, white. Improvement on Garza.

**ICECAP** Dec. 10 3.75  
Intermediate white pom that will initiate bud and develop at 56 degrees, making it very desirable for northern winter programs. A very vigorous and productive addition that does not pink.

**WHITE MINSTREL** Dec. 12 4.00  
White sport of Minstrel. A valuable variety to supplement this group of reliable December poms so popular with the Northern growers.

## 14 WEEK VARIETIES (Pinch Aug. 25)

**SILVERSMITH** Dec. 15 3.88  
Intermediate decorative, white.

**SNOWCAP** Dec. 15 4.00  
Large formal, white pompon. Outstanding for winter flowering program.

**GARZA** Dec. 15 4.00  
Intermediate white anemone, well rounded cushion.

**WEDDING BELLS** Dec. 20 4.25  
Intermediate pure white formal pompon.

**ELEGANCE** Dec. 20 4.00  
A very nice white decorative of good size that should find a ready market during its natural Christmas season. Growth is strong and without a trace of vegetativeness.

## 15 WEEK VARIETIES (Pinch Sept. 1)

**REVELATION** Dec. 25 3.88  
Outstanding white decorative. Dependable variety even when finished cool.

**SNOW** Dec. 25 4.00  
Intermediate, cream white pompon. Requires 60° for bud initiation.



# WHITE POMPONS, SINGLES AND ANEMONES (Cont.)

VARIETY	MATURES	PRICES PER 50
<b>TALMEDA</b>	<b>Jan. 5</b>	<b>4.13</b>
Intermediate white pompon. Good form and substance. Fine follow up variety for Revelation.		
<b>ILLINI SNOWBOUND</b>	<b>Jan. 5</b>	<b>4.25</b>
Intermediate decorative with cream center. Requires 60° for bud initiation and 50° for development.		

VARIETY	MATURES	PRICES PER 50
<b>ILLINI CASCADE</b>	<b>Jan. 5</b>	<b>4.00</b>
Intermediate decorative, clear white. More temperature tolerant than Illini Snowbound.		

## YELLOW POMPONS, SINGLES AND ANEMONES

### 7 WEEK VARIETIES (Pinch July 7)

<b>YELLOW CHRIS. COLUMBUS</b>	<b>Oct. 1</b>	<b>3.88</b>
Large Yellow decorative. Recommended for Pot Plants and Garden culture. Good cut flower.		

<b>CHARLES NYE</b>	<b>Oct. 5</b>	<b>4.38</b>
Large deep lemon yellow pompon. Best cut flower variety for this early flowering date.		

### 8 WEEK VARIETIES (Pinch July 14)

<b>SARASOTA</b>	<b>Oct. 15</b>	<b>4.00</b>
Medium pompon, bright lemon yellow. Good cut flower for early shade.		

<b>YELLOW CALUMET</b>	<b>Oct. 15</b>	<b>4.38</b>
Lemon yellow sport of Calumet. Very nice growth habit for early cut flowers.		

### 9 WEEK VARIETIES (Pinch July 21)

<b>GOLDEN HERALD</b>	<b>Oct. 25</b>	<b>4.00</b>
Large golden yellow decorative. Will tolerate high July temperatures for shade program. Nice fast disbud.		

<b>GOLD COAST</b>	<b>Oct. 25</b>	<b>3.75</b>
Intermediate, deep lemon yellow pompon. Heavy producer and one of the most popular varieties.		

<b>HAPPINESS</b>	<b>Oct. 28</b>	<b>4.00</b>
Large golden yellow single. Good producer and very reliable during high temperature periods.		

<b>SAUTERNE</b>	<b>Oct. 20</b>	<b>4.13</b>
Intermediate single. Intense yellow. Most attractive yellow single available to date for Greenhouse programs.		

<b>YELLOW SEA GULL</b>	<b>Nov. 1</b>	<b>4.38</b>
Intermediate pompon. Light lemon.		

<b>DANDY</b>	<b>Nov. 1</b>	<b>4.00</b>
Intermediate pom. Temperature tolerant coupled with exceptional production.		

<b>YELLOWCHIP (Available April 15)</b>	<b>Nov. 1</b>	<b>4.50</b>
Bright lemon yellow sport of Bluechip. Same outstanding characteristics of parent. Reliable performance will be especially welcome for summer flowering.		

<b>SUNRAY</b>	<b>Nov. 3</b>	<b>4.25</b>
Small anemone, lemon yellow. Responds to shade and may be used for pots in Spring, Summer or Fall.		

### 10 WEEK VARIETIES (Pinch July 28)

<b>YELLOW BEAUREGARD</b>	<b>Nov. 5</b>	<b>3.75</b>
Intermediate pompon, deep yellow. Outstanding pompon for flowering May thru November. Especially valuable for summer flowering.		

<b>YELLOW TOP</b>	<b>Nov. 5</b>	<b>3.88</b>
Bright lemon yellow sport from Whitetop with same versatility, and dependability.		

<b>YELLOW ICEBERG</b>	<b>Nov. 5</b>	<b>3.50</b>
A beautiful yellow sport from one of the top white poms. Especially valuable in the early shade programs. Retains same vigor and other outstanding qualities of the parent Iceberg.		



# YELLOW POMPONS, SINGLES AND ANEMONES (Cont.)

Stafford Mum's

VARIETY	MATURES	PRICES PER 50
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**2 — YEL. ICEBERG (Avail. Apr. 15) Nov. 5 4.50**  
 Deep yellow sport from Yellow Iceberg. As well as intensified color this sport displays a small improvement in size and form over the original Yellow Iceberg. It should eventually replace the original Yellow Iceberg and become recognized as the best in its class. Greenhouse and cloth house, Fast and Regular programs.

**LUXURY Nov. 8 4.13**  
 Large decorative which can be raised as a spray or as a fast disbud. Bright yellow when flowered under summer conditions. Bronze tinge with cooler finish.

**HEYDAY Nov. 10 3.63**  
 Intermediate bright yellow pom. Will initiate and develop at 56°. Tall rigid growth habit. Spray formation and reliability render it tops for early Spring flowering. Excessive high summer temperatures can prove harmful.

## 11 WEEK VARIETIES (Pinch Aug. 4)

**YELLOW TAFFETA Nov. 15 4.25**  
 Lemon yellow decorative pom. Sport of Taffeta.

**YELLOW SCULPTURE Nov. 15 4.38**  
 Large, lemon yellow daisy. Exceptional growth habit. Reliable for January and February flowering. Temperature tolerant.

**GOLDEN CHORD Nov. 15 4.00**  
 Intermediate golden yellow pompon. Sturdy, productive growth habit.

**FORTY-NINER Nov. 15 3.75**  
 Large formal pompon, golden yellow. Color has real appeal for fall season.

**SUZANNE MILLER Nov. 15 4.38**  
 Large anemone, buff-yellow with yellow center.

**GOLD BALL Nov. 15 3.88**  
 Intermediate pompon, golden yellow. Vigorous free growth habit.

**ILLINI GOLDRIFT Nov. 18 4.50**  
 Bright golden intermediate decorative, with fringed florets similar to Snowdrift. Stronger stems and a very

VARIETY	MATURES	PRICES PER 50
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**YELLOW SHASTA Nov. 10 3.50**  
 Large anemone, light lemon yellow. Best anemone for all season programs.

**GOLDEN SHASTA Nov. 10 4.50**  
 Large deep yellow selection from Yellow Shasta. Same vigor and versatility as parent variety.

**YELLOW IGLOO Nov. 10 3.88**  
 Intermediate deep lemon yellow, formal pompon. Good Spring thru Fall.

**YELLOW ILLINI SNOWDRIFT Nov. 12 4.00**  
 A pleasing yellow sport of Illini Snowdrift. Somewhat less vigorous. The selection is more finely feathered. Also makes an unusual pot mum using tall treatment.

prolific blooming habit. Attractive as a novelty pot plant with tall treatment. Useful September thru December.

**YEL. L. I. BEAUTY Nov. 20 4.25**  
 Large anemone, yellow with yellow center.

**YELLOW Highbrow Nov. 20 4.13**  
 Large decorative, golden yellow. Responds to late cloth house program.

**LOLLIPOP Nov. 20 4.00**  
 Formal round hard lemon yellow pompon. Crops perfectly for Thanksgiving.

**PIPPIN Nov. 20 4.13**  
 Intermediate pompon, deep lemon yellow. Good producer.

**ILLINI SUNSPOT Nov. 20 4.38**  
 Large pompon, yellow. Sturdy, somewhat short growth habit.

**SULTAN Nov. 22 4.38**  
 Large formal decorative, golden yellow. Handles easily, and very productive. One of the best for the season.

## 12 WEEK VARIETIES (Pinch Aug. 11)

**ILLINI WAMPUM Nov. 25 4.25**  
 Small anemone bright yellow with greenish yellow cushion.

**GOLDSMITH Nov. 25 3.88**  
 Large decorative, deep golden yellow. One of the best for Thanksgiving.

**HIGHLANDER Nov. 25 4.13**  
 Intermediate decorative, lemon yellow. More productive than Goldsmith, but a lighter yellow.

**SUNNYSIDE Nov. 25 4.00**  
 Intermediate formal pompon, golden yellow.



# YELLOW POMPONS, SINGLES AND ANEMONES (Cont.)

VARIETY	MATURES	PRICES PER 50
<b>YELLOW VALENCIA</b> Large single, golden yellow.	<b>Nov. 28</b>	<b>4.13</b>
<b>YELLOW GALAXY</b> Intermediate single, lemon yellow. Most attractive and useful from October thru winter program.	<b>Dec. 1</b>	<b>4.00</b>

VARIETY	MATURES	PRICES PER 50
<b>YELLOW FORTUNE</b> Intermediate yellow pompon. Quality flower for November and December.	<b>Dec. 1</b>	<b>4.25</b>

## 13 WEEK VARIETIES (Pinch Aug. 18)

<b>GOLDEN ACCLAIM</b> Large pompon, golden yellow. Clean growth and responds well to all Winter programs.	<b>Dec. 5</b>	<b>4.00</b>
<b>CORONATION</b> Intense golden yellow decorative. Larger more beauti-	<b>Dec. 5</b>	<b>4.00</b>

fully formed than Corsair and responds more uniformly as the variety will initiate and develop at 56 degrees.		
<b>CORSAIR</b> Large pompon, lemon yellow. Outstanding for quality, vigor and production.	<b>Dec. 10</b>	<b>3.75</b>

## 14 WEEK VARIETIES (Pinch Aug. 25)

<b>YELLOW GARZA</b> Intermediate anemone, yellow. Latest yellow anemone.	<b>Dec. 15</b>	<b>4.25</b>
<b>SHAMROCK</b> Large decorative, deep lemon yellow. Heavy growth habit.	<b>Dec. 15</b>	<b>4.13</b>
<b>VIBRANT</b> Intermediate decorative. Deep lemon yellow. Strong	<b>Dec. 20</b>	<b>4.00</b>

grower. Often used where headroom is limited. Very productive.

<b>SUNRISE</b> Intermediate pompon, deep lemon yellow, withstands lower temperatures.	<b>Dec. 20</b>	<b>4.25</b>
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<b>GOLDEN ELEGANCE</b> Intermediate lemon yellow sport from Elegance. Production is high coupled with a good spray formation and clean growth habit.	<b>Dec. 20</b>	<b>4.00</b>
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## 15 WEEK VARIETIES (Pinch Sept. 1)

<b>YULEFLAME</b> Large decorative. Deep lemon of outstanding quality.	<b>Dec. 25</b>	<b>4.13</b>
<b>YELLOW SNOW</b> Intermediate pompon, deep lemon yellow. Requires 60° for bud initiation.	<b>Dec. 25</b>	<b>4.13</b>

<b>ILL. YEL. SNOWBOUND</b> Intermediate pompon, light lemon yellow. Latest yellow pompon. Requires 60° for bud initiation and 50° for development.	<b>Jan. 5</b>	<b>4.25</b>
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# BRONZE & RED POMPONS, SINGLES & ANEMONES

## 7 WEEK VARIETIES (Pinch July 7)

<b>HUNTSMAN</b> Large decorative pompon, scarlet-orange. Tall, garden and cut flower variety.	<b>Oct. 5</b>	<b>4.38</b>
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<b>CARNIVAL</b> Large pompon, burnt orange. Very good cut flower and garden variety. Medium height.	<b>Oct. 10</b>	<b>4.38</b>
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## 8 WEEK VARIETIES (Pinch July 14)

<b>CALUMET</b> Large decorative, brilliant apricot. Excellent as garden variety and for early shade house.	<b>Oct. 15</b>	<b>4.25</b>
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<b>RADIANCE</b> Intermediate decorative, non-fading red. Good for pots and garden work.	<b>Oct. 15</b>	<b>4.25</b>
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# BRONZE & RED POMPONS, SINGLES & ANEMONES

Stafford Mums

VARIETY	MATURES	PRICES PER 50
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<b>RAJAH</b> Intermediate single, scarlet. Striking daisy for garden and cut flowers.	<b>Oct. 15</b>	<b>4.38</b>
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VARIETY	MATURES	PRICES PER 50
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<b>JAMES STEWART</b> Small Apricot-gold pompon. May be used in Garden or early shade programs.	<b>Oct. 15</b>	<b>4.38</b>
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## 9 WEEK VARIETIES (Pinch July 21)

<b>FIREBIRD</b> Intermediate decorative, reddish bronze.	<b>Oct. 25</b>	<b>4.38</b>
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<b>BRONZE DOT</b> Intermediate pompon, light bronze with dark center.	<b>Oct. 25</b>	<b>4.13</b>
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<b>RED REWARD</b> Bright red single, sport of Reward with same wide range of temperature tolerance for bud initiation and development. Best April thru mid June and September thru November.	<b>Oct. 25</b>	<b>4.38</b>
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<b>BUCKSKIN</b> Tawny-bronze single. Very productive and responsive under shade.	<b>Oct. 25</b>	<b>4.13</b>
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<b>NAVAHO</b> Intermediate pompon, mahogany-red.	<b>Nov. 1</b>	<b>4.38</b>
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<b>BRONZECHIP</b> Lively Orange-bronze sport of Bluechip. Temperature tolerant. Color expression increases with cooler conditions.	<b>Nov. 1</b>	<b>3.88</b>
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## 10 WEEK VARIETIES (Pinch July 28)

<b>NECTARINE</b> Intermediate apricot orange pastel, decorative. Unmatched color.	<b>Nov. 5</b>	<b>4.38</b>
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<b>JETFIRE</b> Intermediate decorative, flaming red. Outstanding in late shade program. Best results if grown in sterilized soil.	<b>Nov. 5</b>	<b>3.88</b>
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<b>ORANGE BEAUREGARD</b> Intermediate pompon, orange-yellow sport of Beauregard. The Beauregards are a very versatile and reliable family. Tolerates 56° for bud initiation.	<b>Nov. 5</b>	<b>4.13</b>
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<b>BEAUREGARD</b> Intermediate pompon, red-bronze. Develops most desirable spray formation during high light conditions.	<b>Nov. 5</b>	<b>3.75</b>
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<b>DARK BEAUREGARD</b> Luminous mahogany-bronze sport of Beauregard. Better color retention.	<b>Nov. 5</b>	<b>3.88</b>
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<b>BRONZE DELIGHT (Avail. Apr. 15)</b> Intermediate daisy. Intense reddish-bronze. Same outstanding growth habit of parent. Fills definite gap in 10 week varieties for a versatile bronze single.	<b>Nov. 5</b>	<b>4.50</b>
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<b>VULCAN</b> Large, crimson red decorative. Exceptional quality and color clarity for Christmas pots. May be flowered as Spring, Fall, or Winter pot. Strong breaking action when pinched and efficient under single stem pot programming.	<b>Nov. 5</b>	<b>4.50</b>
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<b>RUBICON</b> Large decorative, red. Good for Fall programs.	<b>Nov. 5</b>	<b>4.00</b>
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<b>BITTERSWEET</b> Intermediate single, bitter-sweet red. Good variety for Fall shading and normal flowering.	<b>Nov. 5</b>	<b>4.38</b>
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<b>COPPERHEAD</b> Large decorative, copper-bronze. May be used for pots or disbuds, as well as regular spray.	<b>Nov. 10</b>	<b>4.00</b>
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<b>DK. BR. MASTERPIECE</b> Large pompon, dark bronze, sport of Masterpiece.	<b>Nov. 12</b>	<b>4.38</b>
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<b>PARAGON</b> Large pompon, red. Good quality flower.	<b>Nov. 12</b>	<b>4.25</b>
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## 11 WEEK VARIETIES (Pinch Aug. 4)

<b>BEAUREGARD SUPREME</b> Selection from Beauregard maintaining same desirable color but nearly doubles flower size while offering increased vigor and more open spray formation. Extends the Beauregard season and performs well for late shade programs.	<b>Nov. 15</b>	<b>4.13</b>
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<b>BRONZE JUBILATION</b> A rosewood bronze sport of Jubilation that is equal in all respect to its parent variety. Like all bronzes, benefits by cool finishing temperatures.	<b>Nov. 15</b>	<b>4.25</b>
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# BRONZE & RED POMPONS, SINGLES & ANEMONES (Cont.)

VARIETY	MATURES	PRICES PER 50
<b>BRONZE TAFFETA</b> Bronze decorative pom. Sport of Taffeta.	<b>Nov. 15</b>	<b>4.25</b>
<b>SHALIMAR</b> Lively orange-bronze anemone.	<b>Nov. 15</b>	<b>3.88</b>
<b>LEGAL TENDER</b> Intermediate decorative, red-gold.	<b>Nov. 20</b>	<b>4.25</b>
<b>RUSTICON</b> Intermediate pompon, rust-red.	<b>Nov. 20</b>	<b>4.00</b>
<b>THELMA</b> Intermediate pompon, orange-red. Holds its brilliant color well. Good September to December.	<b>Nov. 20</b>	<b>3.88</b>
<b>RUBAIYAT</b> Intermediate formal pompon, velvety red. Unequaled for Fall thru Christmas Season.	<b>Nov. 20</b>	<b>3.75</b>

VARIETY	MATURES	PRICES PER 50
<b>OLNURA</b> Large apricot buff anemone. Valencia size. Attractive as disbud, or grown in sprays. Responds to light and shade for flowering Sept. thru December.	<b>Nov. 22</b>	<b>4.25</b>
<b>FESTIVAL</b> Intermediate single, apricot-red. Attractive variety for this season.	<b>Nov. 23</b>	<b>4.38</b>
<b>BRONZE MINUET</b> Intermediate pompon, bronze.	<b>Nov. 23</b>	<b>4.38</b>
<b>RED ROLINDA</b> Intermediate anemone, red. Durable Thanksgiving variety.	<b>Nov. 23</b>	<b>4.25</b>

## 12 WEEK VARIETIES (Pinch Aug. 11)

<b>ILL. REDWOOD</b> Large pompon, reddish-bronze, durable well formed flower for Thanksgiving and December.	<b>Nov. 25</b>	<b>4.25</b>
<b>BR. GOLDSMITH</b> Large decorative, orange-bronze. Attractive Thanksgiving color.	<b>Nov. 25</b>	<b>4.00</b>
<b>APRICOT VALENCIA</b> Large single, apricot bronze.	<b>Nov. 28</b>	<b>4.13</b>

<b>CRIMSON VALENCIA</b> Large single, red.	<b>Nov. 28</b>	<b>4.38</b>
<b>GALAXY</b> Intermediate single, orange-scarlet. Striking color and good production.	<b>Dec. 1</b>	<b>4.00</b>
<b>CRACKERJACK</b> Intermediate daisy, vigorous and productive, that is best described as a Red Galaxy. A real eyecatcher for wholesaler or retailer.	<b>Dec. 1</b>	<b>4.00</b>

## 13 WEEK VARIETIES (Pinch Aug. 18)

<b>DEBONAIR</b> Large pompon, crimson red. Well formed flower with good color.	<b>Dec. 5</b>	<b>4.25</b>
<b>FLAME MINSTREL</b> Intermediate pompon. Reddish bronze Minstrel selection. Better color for this season than Bronze Minstrel.	<b>Dec. 13</b>	<b>4.38</b>

<b>CHRISTMAS STAR</b> Intermediate single, scarlet. Good production and quality.	<b>Dec. 13</b>	<b>4.00</b>
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## 14 WEEK VARIETIES (Pinch Aug. 25)

<b>CHRISTMAS GREETINGS</b> Large Pompon, crimson-red. Most productive and best red for Xmas. On raised beds needs cool conditions to hold for Xmas.	<b>Dec. 15</b>	<b>3.88</b>
<b>MERRYMAKER</b> Intermediate single, crimson-red. Quality flowers and good producer.	<b>Dec. 20</b>	<b>4.13</b>

<b>POINSETTIA</b> Large single, scarlet red. Outstanding and most attractive red single for late December.	<b>Dec. 20</b>	<b>4.13</b>
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# PINK POMPONS, SINGLES & ANEMONES

Stafford Mums

VARIETY	MATURES	PRICES PER 50
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VARIETY	MATURES	PRICES PER 50
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## 7 WEEK VARIETIES (July 7)

**LASSIE** Oct. 10 4.00  
Large decorative dark pink. Good as cut flower and for garden work. Height medium.

## 8 WEEK VARIETIES (Pinch July 14)

**JEWELL** Oct. 15 4.38  
Small pompon, lavender pink. Compact sturdy growth. Good cut flower.

**ENTERPRISE** Oct. 15 4.38  
Large Amaranth rose pompon. Good for garden and early shade.

**CAROLYN YOSICK** Oct. 20 4.25  
Intermediate pompon, lavender.

## 9 WEEK VARIETIES (Pinch July 21)

**PINKETTE** Oct. 25 4.25  
Intermediate Dark Pink Pompon. Good for Spring, Summer and Fall programs.

**REWARD** Oct. 25 4.13  
Intermediate single, lavender. Outstanding pink for the shade program. Productive.

**PINK DOT** Oct. 25 4.13  
Intermediate pompon, light lavender, with dark pink eye. Good shade variety.

**BLUECHIP** Nov. 1 3.50  
Intermediate luminous pink decorative. Original of the

Chip family. Will tolerate 56° and is especially valuable for its color retention quality. Top notch pompon Spring thru Fall.

**PINKCHIP** Nov. 1 4.13  
Pleasing light pink selection of Bluechip. Same quality and habit as parent. True pastel color best expressed in Spring and Fall.

**DARKCHIP** Nov. 3 4.00  
Bright, dark lavender sport of Bluechip. Selection displays better color retention during summer than the parent variety. Somewhat stronger growth habit maturing a few days later.

## 10 WEEK VARIETIES (Pinch July 28)

**PARISIENNE** Nov. 5 4.13  
Intermediate single, nearest to true pink.

**DELIGHT** Nov. 5 4.00  
Intermediate dark pink daisy. Productive, durable and of striking color. Exceptional vigor under light programs for Spring, and dependable for Fall shade.

**CRITERION** Nov. 8 3.63  
Large decorative pink pom. Good year round pot mum. Good color retention. A fine cut spray with one extra long day week and center bud removed.

**PORTRAIT** Nov. 8 3.63  
Large decorative pompon, deep lavender. Useful as cut Flowers March thru June and Sept. thru November. Also adaptable to pot work year round.

**PENNANT** Nov. 10 3.88  
Intermediate decorative, deep pink. Suitable for Spring, Summer and Fall flowering. Tolerates 56° and withstands high temperatures, without delay and a minimum of fading.

**PANDORA** Nov. 10 4.13  
Large decorative pompon, luminous-pink. Suited for the cloth house.

**HUMDINGER** Nov. 10 3.75  
Large violet purple pom. Good for Spring and Fall Programs. Makes a distinctive pot variety.

**MASTERPIECE** Nov. 12 4.13  
Large pompon, deep lavender.

# PINK POMPONS, SINGLES & ANEMONES (Cont.)

VARIETY	MATURES	PRICES PER 50	VARIETY	MATURES	PRICES PER 50
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## 11 WEEK VARIETIES (Pinch Aug. 4)

**VEDOVA** Nov. 15 4.13  
Extra large Valencia size Anemone. Pastel shade of a lustrous pink with small green tipped cushions. The beauty and quality of this variety make it especially good as a fast disbud, disspray or a pot variety. Growth habit and beauty of this variety make it much superior to Beautiful Lady.

**JUBILATION** Nov. 15 4.00  
Large luminous pink pom. Tolerates 56° for bud initiation and development. Exceptional vigor with sharp response and good production.

**TAFFETA** Nov. 15 4.00  
Two-tone pink decorative. Good for off season flowering. Desirable growth habit and handles well.

**DARK NORMA** Nov. 15 4.38  
Large anemone, dark lavender, yellow cushion.

**ALMEGA** Nov. 15 4.00  
Large pompon, silverly pink. Distinctive color. Durable flower with good keeping qualities.

**DELMAR** Nov. 20 3.88  
Intermediate pompon. Light lavender pink. Distinctive Dot color contrast. Excellent spray formation. Strong and productive in fall and winter spray programs.

**PINK L. I. BEAUTY** Nov. 20 4.38  
Large orchid pink anemone, yellow cushion. A large novelty flower when disbudded.

**DK. PK. L. I. BEAUTY** Nov. 20 4.38  
Large anemone, deep orchid, yellow cushion.

**MINUET** Nov. 23 4.25  
Intermediate pompon, true pink. Good quality flower.

**ILLINI FORMAL** Nov. 23 4.25  
Intermediate rose pink pompon. Large unique flower on well formed sprays for Thanksgiving. Exceptionally heavy producer.

## 12 WEEK VARIETIES (Pinch Aug. 11)

**VALENCIA** Nov. 28 4.13  
Rose Pink Single. Large flowers supported on long strong pedicles.

**DARK PINK VALENCIA** Nov. 28 4.13  
Large single, dark orchid-pink. The Valencia's make a nice large disbud.

## 13 WEEK VARIETIES (Pinch Aug. 18)

**ENCHANTRESS** Dec. 5 4.25  
Large anemone, lavender pink with yellow cushion.

**MINSTREL** Dec. 13 4.00  
Intermediate pompon, lavender. Quality pompon for November and December.

**DEBUTANTE** Dec. 10 4.13  
Large single, lavender. Good for mid-winter flowering. Withstands lower temperatures.

**GAY MINSTREL** Dec. 13 4.50  
Intermediate pompon. Sport of Minstrel, but a lighter pink. Less vegetative and a clearer color than Imp. Pink Minstrel.

## 14 WEEK VARIETIES (Pinch Aug. 24)

**DEFIANCE** Dec. 20 4.38  
Intermediate decorative lavender. Very fine performer for normal flowering.

**ALVODA** Dec. 25 3.88  
Large smooth Portait pink decorative. A very dependable variety for cool units. Tolerant of 56° with best color expression under like conditions.

*A planting of "Short Disbuds" may be the answer to that empty bench.*



# YEAR ROUND FLOWERING OF CHRYSANTHEMUMS

## YEAR ROUND FLOWERING

By using artificial light or shading with black cloth, Chrysanthemums can be flowered at any time.

If you wish to flower 'MUMS at any time other than their normal flowering season, select your flowering date or dates and order your stock early to be sure you have them to plant at the proper time. Then be prepared to light or shade them as your program requires.

## YEAR ROUND CUT FLOWER SCHEDULES

Schedules for flowering Mums throughout the year begin on page 21 of this catalogue. The schedules as set up allow for maximum growth and can, through proper planning and growing, be cut down by two to three weeks and still achieve a stem length of approximately 36 inches. This shortening of bench time is best accomplished by planting and pinching two to three weeks later than dates listed in the schedules. If you plant later than the date given do not attempt to pinch on the listed pinch date, for more harm than good can be done by any attempt to pinch a cutting that is not well established and making new growth. Pinching into hard growth will reduce greatly the number of breaks per plant and the resulting breaks will not have the vigor and strength desired. It is much better that one wait additional time to obtain soft growth before pinching.

## YEAR ROUND POT MUMS

'Mums as pot plants can be grown throughout the entire year, or for that particular time when you are looking for a fast, dependable crop to fill a gap in your greenhouse programming.

A program of continuous supply is a real money maker offering a surprisingly high square foot return. In fact we believe it can produce the highest average return of any Mum program.

In general we recommend the single pinch method of five cuttings in a six inch pot as the most acceptable plant. However a variation in size is often quite desirable, such as four cuttings in a five inch pot or possibly a few larger seven or eight inch pots. Our trials and experience have shown the retail florist is often interested in something larger than the six inch pan especially at holiday periods. We recommend the use of the shorter Azalea pot regardless of the size pot being used.

Some growers recently have had encouraging success using a no-pinch program. To do this, short days are applied at the time of potting and the pot is finished within 9, 10 or 11 weeks, depending on response group selected. This single stem method requires more exacting culture from potting until bud selection.

A good pot requires a good start. This can best be accomplished by careful grading of cuttings for both height and stem diameter for each pot. This is important for uniform pots. When planting, plant shallow and set the cuttings on a slight outward angle and at uniform distances around the edge of the pot. Do not plant one in the middle unless you are going into a seven or eight inch pot. Planting on a slight angle increases the basal foliage, the amount of strong breaks and adds immeasurably to the appearance and size of the plant.

A complete schedule for year round pot mums can be found starting on page 25 along with a listing of the better varieties to be used, and treatment to be followed. We will be glad to serve you in setting up a schedule to

fit your particular requirements as to space available and expected demand at different times of the year.

Here is an example of what can be accomplished with only 800 square feet of bench space. — This area will produce 50 Six Inch Pots every week of the year or a total of 2600 pots, grown single pinch method. Under single stem, or no pinch method, this same area would produce better than 3200 pots per year.

## SHORT OR FAST DISBUDS

Short Disbuds or Fast Disbuds are becoming increasingly popular throughout the trade with both wholesale and retail growers. Under this program you can achieve three and a half to four inch flowers on 24 to 30 inch stems in 11 to 17 weeks (regular schedules are 16 to 22 weeks), depending on the time of year. This schedule allows for nearly three and a half crops to be produced during the year for a total production of approximately 40 individual blooms per square foot. For the wholesale grower these disbuds will in fact augment his sales of regular Mums and poms. For the retail grower they offer a greater variation and more practical use than do the larger Mums and with the shorter schedules can increase the amount of flowers they can raise for their own use. Most retail growers who have tried them find them profitable and are now willing to seek outside sources to purchase the largest mums when needed.

This is a pinch crop with your preference as to two or three stems per plant. On the Indianapolis varieties we recommend two per plant allowing three on the outside rows only. Pruning should be done within two weeks after pinch so as to increase the vigor and quality of the selected shoots and resulting blooms.

Generally we recommend spacing of 12 square inches per bloom during the summer, 13 or 14 square inches per bloom during spring and fall and 16 square inches per bloom during the winter flowering.

## DISBUD SCHEDULE

Here is an Outline for growing fast disbuds the year round. The crop requires the same culturing factors as the year round program, so check the Year Round Lighting and Shading Schedules on page 20.

Blooming Period	Weeks Plant To Pinch	Weeks Pinch To Start Short Days
Jan. 1 — Mar. 15	3	4
Mar. 16 — Apr. 15	3	3
Apr. 16 — Apr. 30	3	2
May 1 — May 30	2	2
June 1 — June 30	2	1
July 1 — July 31	2	0
Aug. 1 — Sept. 30	2	1
Oct. 1 — Oct. 30	2	2
Nov. 1 — Nov. 30	2	3
Dec. 1 — Dec. 30	3	3

## RECOMMENDED DISBUD VARIETIES

Listed below are the varieties with their recommended periods of flowering, which in our trials have proven to be the most productive and durable, and more generally profitable. A few varieties such as the Shastas and Long Island Beautys seem to be satisfactory for limited quantities but generally do not achieve nor demand a satisfactory commercial price. The varieties listed therefore are generally better commercially.



# YEAR ROUND FLOWERING OF CHRYSANTHEMUMS

Variety	Spring	Summer	Fall	Winter
Wh. Pk. Chief	X	X	X	
Marblehead	X	X	X	
Queen Lace	X	X	X	X
Donlope's Wh. Spider	X	X	X	
Nightingale	X		X	
Ind. White	X	X	X	X
Imp. Ind. White	X	X	X	X
Ind. #3 Wh.	X	X	X	X
Iceberg	X	X	X	X
Blazing Gold	X	X	X	
Yel. Marblehead	X	X	X	
Yel. Lace	X	X	X	X
Good News		X	X	
Ind. Yellow	X	X	X	X
Imp. Ind. Yellow	X	X	X	X
Luyona	X	X	X	X
Golden Herald	X	X	X	
#2 Yel. Iceberg	X	X	X	X
Yel. Iceberg	X	X	X	X
Luxury	X	X	X	
Waikiki	X		X	
Fred Yule	X	X	X	
Detroit News			X	
Ind. Bronze	X		X	X
Dk. Ind. Bronze	X		X	X
Nectarine	X		X	
Valentine	X		X	X
Olnura	X		X	X
Blue Ribbon	X	X	X	X
Bunbu	X		X	X
Ind. Pink	X		X	X
Laughter	X	X	X	X
Vedova	X		X	X

## LIGHTING

Lights are needed to prevent formation of buds before required growth is attained. A light intensity of not less than 10 foot candles is necessary to accomplish this, or approximately 1½ watts of light per square foot of space, including walks. For small installations 60 watt lights, under reflectors, spaced 4 feet apart; or 100 watt lights, under reflectors, spaced 6 feet apart and about 30 inches above the tops of the plants will usually prove satisfactory. **AT NO TIME SHOULD THERE BE MORE THAN 8½ HOURS OF DARKNESS.** Consequently lights should be applied preferably after 10 P.M., or as near midnight as possible, and lighted for the required number of hours as shown in the schedule.

### Lighting Plants on a small scale.

When a small block or any part of a house is to be grown under lights be sure to drop a black cloth to cut off any other plants around them so their growth will not be affected by the lights. In other words the plants to be grown under lights must be isolated from any other plants around them during the hours of lighting.

### ADDITIONAL LIGHTING SCHEDULE

- 2 Hours during the months of August, April, May.
- 3 Hours during the months of September, October, March.
- 4 Hours during the months of November and February
- 5 Hours during the months of December and January
- Temperature — To flower under lights during the winter months it is necessary to keep a minimum tem-

perature of 60 to 65 degrees, and not less than 60 degrees at night, during the period of growth and bud formation. After color shows in the buds, lower temperature gradually to 54-56 degrees to harden off the finished flowers.

## SHADING

On programs calling for shading with Black Cloth, the plants should be covered so as to receive about 12 or 13 hours of darkness, e.g. 6:30 P.M. to 7:00 A.M. Shading for longer periods cuts down valuable day length and results in a somewhat less productive crop. Many growers, due to closing hours etc., shade at 4:30 or 5:00 P.M. This practice has proven satisfactory but undoubtedly the crop would be benefited by the cloths being applied an hour or so later.

## HEAT DELAY

Abnormally high temperatures building up under cloth can wipe out an entire crop or delay the flowering by weeks. If at shading time the temperature is abnormally high it is better that you only pull the cloth but do not close the beds completely. Skipping the complete shading on a few nights will not effect much difference in flowering date whereas through shading on these nights a possible crop failure or delay of weeks may be the result.

## YEAR-ROUND LIGHTING AND SHADING SCHEDULE

Response Group	Shading to Stop in Fall	Shading to Start in Spring
8 week	Sept. 1	Apr. 4
9 week	Sept. 6	Mar. 28
10 week	Sept. 13	Mar. 21
11 week	Sept. 13	Mar. 14
12 week	Sept. 20	Mar. 7
13 week	Sept. 20	
14 week	Sept. 27	

Response Group	Lighting to Start in Fall	Lighting to Stop in Spring
8 week	July 25	May 16
9 week	Aug. 1	May 9
10 week	Aug. 1	May 2
11 week	Aug. 8	Apr. 25
12 week	Aug. 15	Apr. 18
13 week	Aug. 22	
14 week	Aug. 29	

## 12-9-12 INTERRUPTED LIGHTING FOR WINTER STANDARDS

The use of interrupted lighting on the Indianapolis, Mefo and Queen varieties has resulted in a fuller flower with better form during the dark winter months. The use of the 12-9-12 schedule outlined below, and the practice of maintaining both day and night temperatures near 60 degrees invariably produces the best crop results.

To use this method you first determine the normal "lights off" date for the blooming date desired. Count back 12 days from this "lights off" date and shut off lights for 9 complete short days. Then give long days once again for 12 full days. Please note however that if you have varieties other than those mentioned above, in the unit, be sure to protect them from this lighting procedure by the use of black cloth.



# YEAR ROUND CUT FLOWER SCHEDULES

## STANDARD & POMPONS GROWN FOR CUT FLOWERS FOR NEW ENGLAND AND SURROUNDING AREA

Latitude 40-45 degrees

FOR NO PINCH METHOD — PLANT ON PINCH DATE

BLOOMING DATE	RESPONSE GROUP	PLANT	PINCH	LIGHTING PERIOD	START SHADE
May 16 1960	10 week	Jan. 5	Feb. 2	Jan. 5 — Mar. 8	Mar. 22
	9 week			Jan. 5 — Mar. 15	Mar. 29
	8 week			Jan. 5 — Mar. 22	Apr. 5
May 23	10 week	Jan. 19	Feb. 16	Jan. 19 — Mar. 15	Mar. 22
	9 week			Jan. 19 — Mar. 22	Mar. 29
	8 week			Jan. 19 — Mar. 29	Apr. 5
May 30	10 week	Feb. 2	Feb. 23	Feb. 2 — Mar. 22	Mar. 22
	9 week			Feb. 2 — Mar. 29	Mar. 29
	8 week			Feb. 2 — Apr. 5	Apr. 5
June 6	10 week	Feb. 16	Mar. 8	Feb. 16 — Mar. 29	Mar. 29
	9 week			Feb. 16 — Apr. 5	Apr. 6
	8 week			Feb. 16 — Apr. 12	Apr. 12
June 13	10 week	Feb. 23	Mar. 15	Feb. 23 — Apr. 5	Apr. 5
	9 week			Feb. 23 — Apr. 12	Apr. 12
	8 week			Feb. 23 — Apr. 19	Apr. 19
June 20	10 week	Mar. 1	Mar. 22	Mar. 1 — Apr. 12	Apr. 12
	9 week			Mar. 1 — Apr. 19	Apr. 19
	8 week			Mar. 1 — Apr. 26	Apr. 26
June 27	10 week	Mar. 8	Mar. 29	Mar. 8 — Apr. 19	Apr. 19
	9 week			Mar. 8 — Apr. 26	Apr. 26
	8 week			Mar. 8 — May 3	May 3
July 4	10 week	Mar. 15	Apr. 5	Mar. 15 — Apr. 26	Apr. 26
	9 week			Mar. 15 — May 3	May 3
	8 week			Mar. 15 — May 10	May 10
July 11	10 week	Mar. 22	Apr. 12	Mar. 22 — May 3	May 3
	9 week			Mar. 22 — May 10	May 10
	8 week			Mar. 22 — May 17	May 17
July 18	10 week	Mar. 29	Apr. 19	Mar. 29 — May 3	May 10
	9 week			Mar. 29 — May 10	May 17
	8 week			Mar. 29 — May 17	May 24
July 25	10 week	Apr. 5	Apr. 26	Apr. 5 — May 3	May 17
	9 week			Apr. 5 — May 10	May 24
	8 week			Apr. 5 — May 17	May 31
August 1	10 week	Apr. 12	May 3	Apr. 12 — May 3	May 24
	9 week			Apr. 12 — May 10	May 31
	8 week			Apr. 12 — May 17	June 7
August 8	10 week	Apr. 19	May 10	Apr. 19 — May 3	May 31
	9 week			Apr. 19 — May 10	June 7
	8 week			Apr. 19 — May 17	June 14
August 15	10 week	Apr. 26	May 17	Apr. 26 — May 3	June 7
	9 week			Apr. 26 — May 10	June 14
	8 week			Apr. 26 — May 17	June 21
August 22	10 week	May 10	May 24	no lights	June 14
	9 week			May 10 — May 17	June 21
	8 week			May 10 — May 17	June 28
August 29	10 week	May 17	May 31	no lights	June 21
	9 week			no lights	June 28
	8 week			no lights	July 5
September 5	10 week	May 24	June 7	no lights	June 28
	9 week			no lights	July 5
	8 week			no lights	July 12

# YEAR ROUND SCHEDULE FOR CUT FLOWER CROPS

BLOOMING DATE	RESPONSE GROUP	PLANT	PINCH	LIGHTING PERIOD	START SHADE
September 12	10 week	May 31	June 14	no lights	July 5
	9 week			no lights	July 12
	8 week			no lights	July 19
September 19	11 week	June 7	June 21	no lights	July 5
	10 week			no lights	July 12
	9 week			no lights	July 19
	8 week			no lights	July 26
September 26	11 week	June 7	June 21	no lights	July 12
	10 week			no lights	July 19
	9 week			no lights	July 26
	8 week			no lights	Aug. 2
October 3	11 week	June 14	June 28	no lights	July 19
	10 week			no lights	July 26
	9 week			no lights	Aug. 2
	8 week			no lights	Aug. 9
October 10	12 week	June 21	July 5	no lights	July 19
	11 week			no lights	July 26
	10 week			no lights	Aug. 2
	9 week			no lights	Aug. 9
October 17	12 week	June 21	July 5	no lights	July 26
	11 week			no lights	Aug. 2
	10 week			Aug. 2 — Aug. 9	Aug. 9
	9 week			Aug. 2 — Aug. 15	Aug. 16
October 24	12 week	June 28	July 12	no lights	Aug. 2
	11 week			no lights	Aug. 9
	10 week			Aug. 2 — Aug. 16	Aug. 16
	9 week			Aug. 2 — Aug. 23	Aug. 23
October 31	12 week	July 5	July 19	no lights	Aug. 9
	11 week			no lights	Aug. 16
	10 week			Aug. 2 — Aug. 23	Aug. 23
November 7	12 week	July 5	July 19	no lights	Aug. 23
	11 week			no lights	Aug. 16
	10 week			Aug. 2 — Aug. 30	Aug. 30
November 14	12 week	July 12	July 26	no lights	Aug. 23
	11 week			Aug. 9 — Aug. 30	Aug. 30
	10 week			Aug. 2 — Sept. 6	Sept. 6
November 21	12 week	July 19	Aug. 2	Aug. 16 — Aug. 30	Aug. 30
	11 week			Aug. 9 — Sept. 6	no
	10 week			Aug. 2 — Sept. 13	no
November 28	13 week	July 26	Aug. 9	Aug. 23 — Aug. 30	Aug. 30
	12 week			Aug. 16 — Sept. 6	no
	11 week			Aug. 9 — Sept. 13	no
	10 week			Aug. 2 — Sept. 20	no
December 5	13 week	July 26	Aug. 9	no lights	no
	12 week			Aug. 16 — Sept. 13	no
	11 week			Aug. 9 — Sept. 20	no
	10 week			Aug. 2 — Sept. 27	no
December 12	14 week	Aug. 2	Aug. 16	Aug. 30 — Sept. 6	Sept. 6
	13 week			Aug. 23 — Sept. 13	no
	12 week			Aug. 16 — Sept. 20	no
	11 week			Aug. 9 — Sept. 27	no
	10 week			Aug. 2 — Oct. 4	no
December 19	14 week	Aug. 2	Aug. 16	no lights	no
	13 week			Aug. 23 — Sept. 20	no
	12 week			Aug. 16 — Sept. 27	no
	11 week			Aug. 9 — Oct. 4	no
	10 week			Aug. 2 — Oct. 11	no



# YEAR ROUND SCHEDULE FOR CUT FLOWER CROPS

Stafford Mums

BLOOMING DATE	RESPONSE GROUP	PLANT	PINCH	LIGHTING PERIOD	START SHADE
December 26	14 week	Aug. 9	Aug. 23	Aug. 30 — Sept. 20	no
	13 week			Aug. 23 — Sept. 27	no
	12 week			Aug. 16 — Oct. 4	no
	11 week			Aug. 9 — Oct. 11	no
	10 week			Aug. 2 — Oct. 18	no
January 2 1961	14 week	Aug. 9	Aug. 30	Aug. 30 — Sept. 27	no
	13 week			Aug. 23 — Oct. 4	no
	12 week			Aug. 16 — Oct. 11	no
	11 week			Aug. 9 — Oct. 18	no
	10 week			Aug. 9 — Oct. 25	no
January 9	14 week	Aug. 16	Sept. 6	Aug. 30 — Oct. 4	no
	13 week			Aug. 23 — Oct. 11	no
	12 week			Aug. 16 — Oct. 18	no
	11 week			Aug. 16 — Oct. 25	no
	10 week			Aug. 16 — Nov. 1	no
January 16	14 week	Aug. 23	Sept. 13	Aug. 30 — Oct. 11	no
	13 week			Aug. 23 — Oct. 18	no
	12 week			Aug. 23 — Oct. 25	no
	11 week			Aug. 23 — Nov. 1	no
	10 week			Aug. 23 — Nov. 8	no
January 23	14 week	Aug. 30	Sept. 20	Aug. 30 — Oct. 18	no
	13 week			Aug. 30 — Oct. 25	no
	12 week			Aug. 30 — Nov. 1	no
	11 week			Aug. 30 — Nov. 8	no
	10 week			Aug. 30 — Nov. 15	no
January 30	14 week	Sept. 6	Sept. 27	Sept. 6 — Oct. 25	no
	13 week			Sept. 6 — Nov. 1	no
	12 week			Sept. 6 — Nov. 8	no
	11 week			Sept. 6 — Nov. 15	no
	10 week			Sept. 6 — Nov. 22	no
February 6	14 week	Sept. 13	Oct. 4	Sept. 13 — Nov. 1	no
	13 week			Sept. 13 — Nov. 8	no
	12 week			Sept. 13 — Nov. 15	no
	11 week			Sept. 13 — Nov. 22	no
	10 week			Sept. 13 — Nov. 29	no
February 13	14 week	Sept. 20	Oct. 11	Sept. 20 — Nov. 8	no
	13 week			Sept. 20 — Nov. 15	no
	12 week			Sept. 20 — Nov. 22	no
	11 week			Sept. 20 — Nov. 29	no
	10 week			Sept. 20 — Dec. 6	no
February 20	13 week	Sept. 27	Oct. 18	Sept. 27 — Nov. 22	no
	12 week			Sept. 27 — Nov. 29	no
	11 week			Sept. 27 — Dec. 6	no
	10 week			Sept. 27 — Dec. 13	no
February 27	12 week	Oct. 4	Oct. 25	Oct. 4 — Dec. 6	no
	11 week			Oct. 4 — Dec. 13	no
	10 week			Oct. 4 — Dec. 20	no
March 6	11 week	Oct. 11	Nov. 1	Oct. 11 — Dec. 20	no
	10 week			Oct. 11 — Dec. 27	no
March 13	11 week	Oct. 18	Nov. 8	Oct. 18 — Dec. 27	no
	10 week			Oct. 18 — Jan. 3	no
March 20	11 week	Oct. 25	Nov. 15	Oct. 25 — Jan. 3	no
	10 week			Oct. 25 — Jan. 10	no
March 27	11 week	Nov. 8	Nov. 29	Nov. 8 — Jan. 10	no
	10 week			Nov. 8 — Jan. 17	no
	9 week			Nov. 8 — Jan. 24	no

Early Orders and Prompt Payment Save You Money.

# YEAR ROUND SCHEDULE FOR CUT FLOWER CROPS

BLOOMING DATE	RESPONSE GROUP	PLANT	PINCH	LIGHTING PERIOD	START SHADE
April 3 1961	11 week	Nov. 15	Dec. 6	Nov. 15 — Jan. 17	no
	10 week			Nov. 15 — Jan. 24	no
	9 week			Nov. 15 — Jan. 31	no
April 10	11 week	Nov. 22	Dec. 20	Nov. 22 — Jan. 24	Mar. 14
	10 week			Nov. 22 — Jan. 31	no
	9 week			Nov. 22 — Feb. 7	no
April 17	11 week	Nov. 29	Dec. 27	Nov. 29 — Jan. 31	Mar. 14
	10 week			Nov. 29 — Feb. 7	Mar. 21
	9 week			Nov. 29 — Feb. 14	Mar. 28
April 24	10 week	Dec. 13	Jan. 10	Dec. 13 — Feb. 14	Mar. 21
	9 week			Dec. 13 — Feb. 21	Mar. 28
	8 week			Dec. 13 — Feb. 28	Apr. 4
May 1	10 week	Dec. 20	Jan. 17	Dec. 20 — Feb. 21	Mar. 21
	9 week			Dec. 20 — Feb. 28	Mar. 28
	8 week			Dec. 20 — Mar. 7	Apr. 4
May 8	10 week	Dec. 27	Jan. 24	Dec. 27 — Feb. 28	Mar. 21
	9 week			Dec. 27 — Mar. 7	Mar. 28
	8 week			Dec. 27 — Mar. 14	Apr. 4

## DISTANCE TO PLANT

To produce quality blooms for either a pinched or no pinch crop, spacing as shown in schedule below is

recommended. Spacing recommendations are governed by light intensity at various times of the year.

### SPACING FOR NO PINCH CROP

Crop Flowering	Pompon	Standards & Disbuds
May — Sept.	4 x 5	6 x 4
Sept. — Nov.	4 x 6	6 x 5
Nov. — Mar.	4 x 7	6 x 6
Mar. — May	4 x 6	6 x 5

### SPACING FOR SINGLE PINCH CROP

Crop Flowering	Pompon	Standards & Disbuds
May — Sept.	8 x 6	8 x 7
Sept. — Nov.	8 x 7	8 x 8
Nov. — Mar.	8 x 8	8 x 9
Mar. — May	8 x 7	8 x 8

Chart showing number of cuttings required to plant your beds or benches.

Spacing	No. of Cuttings —				
	Per 10 sq. ft.	Per 15 sq. ft.	Per 25 sq. ft.	Per 50 sq. ft.	Per 100 sq. ft.
5" x 6"	48	72	120	240	480
5" x 8"	36	54	90	180	360
6" x 6"	40	60	100	200	400
6" x 7"	34	51	84	170	340
6" x 8"	30	45	75	150	300
7" x 8"	26	39	65	130	260
8" x 8"	22	33	56	112	225
8" x 9"	20	32	52	104	208

For larger areas add quantities to meet total area.

E.g. — 125 sq. ft., add 120 (25 sq. ft.) and 480 (100 sq. ft.) = 600 R.C.

**Did You Check "Early Order" and "Quantity Discounts" on the Colored Insert?**



# RECOMMENDED VARIETIES FOR POT PLANTS

VARIETY	TREATMENT	RECOMMENDED FLOWERING PERIOD	
		PINCHED	SINGLE STEM
WHITE	9 week		
	Wilson's White	Short	Year 'round
	Queens Lace	Tall	Year 'round
	10 week		
	Oregon	Short	Year 'round
	Little America	Tall	Sept. thru June
	Ill. Snowdrift	Tall	Mar. thru Dec.
	Fred Shoemsmith	Tall	Oct. thru May
	Ind. White	Tall	Year 'round
	Imp. Ind. White	Tall	Year 'round
	Ind. #3 White	Tall	Year 'round
YELLOW	11 week		
	Marketeer	Tall	Oct. and Nov.
	8 Week		
	Blazing Gold	Medium	Mar. thru Sept.
	9 Week		
	Yellow Lace	Short	Year 'round
	Sunray	Tall	Apr. thru Oct.
	10 Week		
	Yellow Delaware	Short	Year 'round
	Ind. Yellow	Tall	Year 'round
	Imp. Ind. Yellow	Tall	Year 'round
BRONZE	Oregon Trail	Short	Year 'round
	Yel. Ill. Snowdrift	Tall	April thru Nov.
	Yel. Princess Anne	Tall	Sept. thru May
	Golden Fred Shoemsmith	Tall	Oct. thru May
	Yellow Shoemsmith	Tall	Oct. thru May
	11 Week		
	Bonn Deluxe	Medium	Year 'round
	Yellow Marketeer	Tall	Oct. and Nov.
	9 Week		
	Br. Palmero		
	10 Week		
PINK	Delaware	Short	Sept. thru May
	Ind. Br.	Tall	Sept. thru May
	Dk. Ind. Br.	Tall	Sept. thru May
	Woking Scarlet	Tall	Oct. thru April
	Copperhead	Tall	Aug. thru Oct.
	Vulcan	Tall	Sept. thru May
	11 Week		
	Valentine	Tall	Oct. thru Apr.
	Calv. Gold	Medium	Oct. thru Dec.
	9 Week		
	Blue Ribbon	Medium	Year 'round
	Queen of Pinks	Medium	Sept. thru April
	10 Week		
	Ind. Pk.	Tall	Oct. thru May
	Portrait	Medium	July thru Feb.
	Portrait	Tall	Mar. thru June
	Criterion	Medium	Year 'round
	Princess Anne	Tall	Sept. thru May
	Humdinger	Medium	Mar. thru Dec.
	Pk. Fred Shoemsmith	Tall	Nov. thru April
	11 Week		
	Ill. Formal	Tall	Oct. thru Dec.
	Calverts Pink	Medium	Oct. thru Dec.
	Vedova	Tall	Oct. thru May

# YEAR ROUND POT PLANT SCHEDULE

## SINGLE PINCH POT PLANT METHOD

'Mums as pot plants can be grown the year around or for any special Holiday or Season. If you are not familiar with this program, read the article on Lighting and Shading carefully and follow the selected program according to schedule, making certain to maintain the temperatures given.

Plant 5 cuttings to a 6" pot in any good soil and peat mixture, keeping them properly fed and watered. Maintain a temperature of 60-65° at night. After color shows, plants should be finished at a cooler temperature to harden them off. (Also see page 19.)

## TALL, MEDIUM, AND SHORT TREATMENT PROGRAMS

Because of the difference in growth habit of the varieties used in the Pot Plant Program it has been found advisable to classify these into Tall, Medium and Short growing groups. These classifications are made and programs set up for each to allow for better control over their growing habits and should result in more uniform finished plants.

In following this program first select desired blooming

date, variety to be flowered, and follow the procedure for the particular variety, e.g. Bonnaffon DeLuxe is listed under medium treatment, 11 week response. To flower this variety for Apr. 11th, 1960, follow medium treatment, 11 week response for that date; or; plant Jan. 5, Pinch Jan. 26, Lights on Jan. 5 to Jan. 26, no shade required.

FLOWER	Response Group	Treatment	PLANT	PINCH	LIGHT PERIOD	START SHADE
April 11 1960	10 week	Short	Jan. 5	Jan. 26	Jan. 5 — Feb. 2	Mar. 22
	9 week	Short	Jan. 12	Feb. 2	Jan. 12 — Feb. 9	no
	11 week	Medium	Jan. 5	Jan. 26	Jan. 5 — Jan. 26	Mar. 15
	10 week	Medium	Jan. 12	Feb. 2	Jan. 12 — Feb. 2	Mar. 22
	9 week	Medium	Jan. 19	Feb. 9	Jan. 19 — Feb. 9	no
	8 week	Medium	Jan. 26	Feb. 16	Jan. 26 — Feb. 16	no
	11 week	Tall	Jan. 12	Feb. 2	Jan. 12 — Jan. 26	Mar. 8
	10 week	Tall	Jan. 19	Feb. 9	Jan. 19 — Feb. 2	Mar. 15
	9 week	Tall	Jan. 26	Feb. 16	Jan. 26 — Feb. 23	no
April 25	10 week	Short	Jan. 19	Feb. 9	Jan. 19 — Feb. 16	Mar. 15
	9 week	Short	Jan. 26	Feb. 16	Jan. 26 — Feb. 23	Mar. 22
	11 week	Medium	Jan. 19	Feb. 9	Jan. 19 — Feb. 9	Mar. 15
	10 week	Medium	Jan. 26	Feb. 16	Jan. 26 — Feb. 16	Mar. 22
	9 week	Medium	Feb. 9	Feb. 23	Feb. 9 — Feb. 23	Mar. 29
	8 week	Medium	Feb. 16	Mar. 1	Feb. 16 — Mar. 1	Apr. 5
	11 week	Tall	Feb. 2	Feb. 16	Feb. 2 — Feb. 9	Mar. 15
	10 week	Tall	Feb. 9	Feb. 23	Feb. 9 — Feb. 16	Mar. 22
	9 week	Tall	Feb. 16	Mar. 1	Feb. 16 — Feb. 23	Mar. 29
May 9	10 week	Short	Feb. 9	Feb. 23	Feb. 9 — Mar. 1	Mar. 22
	9 week	Short	Feb. 16	Mar. 1	Feb. 16 — Mar. 8	Mar. 29
	11 week	Medium	Feb. 9	Feb. 23	Feb. 9 — Feb. 23	Mar. 15
	10 week	Medium	Feb. 16	Mar. 1	Feb. 16 — Mar. 1	Mar. 22
	9 week	Medium	Feb. 23	Mar. 8	Feb. 23 — Mar. 8	Mar. 29
	8 week	Medium	Mar. 1	Mar. 15	Mar. 1 — Mar. 15	Apr. 4
	10 week	Tall	Feb. 23	Mar. 8	Feb. 23 — Mar. 1	Mar. 22
	9 week	Tall	Mar. 1	Mar. 15	Mar. 1 — Mar. 8	Mar. 29
May 23	10 week	Short	Feb. 23	Mar. 8	Feb. 23 — Mar. 15	Mar. 22
	9 week	Short	Mar. 1	Mar. 15	Mar. 1 — Mar. 22	Mar. 29
	11 week	Medium	Feb. 23	Mar. 8	Feb. 23 — Mar. 8	Mar. 15
	10 week	Medium	Mar. 1	Mar. 15	Mar. 1 — Mar. 15	Mar. 22
	9 week	Medium	Mar. 8	Mar. 22	Mar. 8 — Mar. 22	Mar. 29
	8 week	Medium	Mar. 15	Mar. 29	Mar. 15 — Mar. 29	Apr. 5
	10 week	Tall	Mar. 8	Mar. 22	Mar. 8 — Mar. 15	Mar. 22
	9 week	Tall	Mar. 15	Mar. 29	Mar. 15 — Mar. 22	Mar. 29
June 6	10 week	Short	Mar. 8	Mar. 22	Mar. 8 — Mar. 29	Mar. 29
	9 week	Short	Mar. 15	Mar. 29	Mar. 15 — Apr. 5	Apr. 5
	11 week	Medium	Mar. 8	Mar. 22	Mar. 8 — Mar. 22	Mar. 22
	10 week	Medium	Mar. 15	Mar. 29	Mar. 15 — Mar. 29	Mar. 29



# YEAR ROUND POT PLANT SCHEDULE

FLOWER	Response Group	Treatment	PLANT	PINCH	LIGHT PERIOD	START SHADE
June 6 (cont.)	9 week	Medium	Mar. 22	Apr. 5	Mar. 22 — Apr. 5	Apr. 5
	8 week	Medium	Mar. 29	Apr. 12	Mar. 29 — Apr. 12	Apr. 12
	10 week	Tall	Mar. 22	Apr. 5	Mar. 22 — Mar. 29	Mar. 29
	9 week	Tall	Mar. 29	Apr. 12	Mar. 15 — Apr. 5	Apr. 5
June 20	10 week	Short	Mar. 29	Apr. 12	Mar. 29 — Apr. 12	Apr. 12
	9 week	Short	Apr. 5	Apr. 19	Apr. 5 — Apr. 19	Apr. 19
	11 week	Medium	Mar. 22	Apr. 5	Mar. 22 — Apr. 5	Apr. 5
	10 week	Medium	Apr. 5	Apr. 19	Apr. 5 — Apr. 12	Apr. 12
	9 week	Medium	Apr. 12	Apr. 26	Apr. 12 — Apr. 19	Apr. 19
	8 week	Medium	Apr. 19	May 3	Apr. 19 — Apr. 26	Apr. 26
	10 week	Tall	Apr. 12	Apr. 26	no lights	Apr. 12
	9 week	Tall	Apr. 19	May 3	no lights	Apr. 19
July 4	10 week	Short	Apr. 12	Apr. 26	Apr. 12 — Apr. 26	Apr. 26
	9 week	Short	Apr. 19	May 3	Apr. 19 — May 3	May 3
	11 week	Medium	Apr. 12	Apr. 26	Apr. 12 — Apr. 19	Apr. 19
	10 week	Medium	Apr. 19	May 3	Apr. 19 — Apr. 26	Apr. 26
	9 week	Medium	Apr. 26	May 10	Apr. 26 — May 3	May 3
	8 week	Medium	May 3	May 17	May 3 — May 10	May 10
	11 week	Tall	July 26	Aug. 9	no lights	July 26
	10 week	Tall	Aug. 2	Aug. 16	no lights	Aug. 2
	9 week	Tall	Aug. 9	Aug. 23	no lights	Aug. 9
	10 week	Tall	Apr. 26	May 10	no lights	Apr. 26
	9 week	Tall	May 3	May 17	no lights	May 3
	10 week	Short	Apr. 26	May 10	Apr. 26 — May 3	May 10
July 18	9 week	Short	May 3	May 17	May 3 — May 10	May 17
	11 week	Medium	Apr. 26	May 10	no lights	May 3
	10 week	Medium	May 3	May 17	no lights	May 10
	9 week	Medium	May 10	May 24	no lights	May 17
	8 week	Medium	May 17	May 31	no lights	May 24
	10 week	Tall	May 10	May 24	no lights	May 10
	9 week	Tall	May 17	May 31	no lights	May 17
	10 week	Short	May 10	May 24	no lights	May 24
	9 week	Short	May 17	May 31	no lights	May 31
	11 week	Medium	May 10	May 24	no lights	May 17
	10 week	Medium	May 17	May 31	no lights	May 24
	9 week	Medium	May 24	June 7	no lights	May 31
August 1	8 week	Medium	May 31	June 14	no lights	June 7
	10 week	Tall	May 24	June 7	no lights	May 24
	9 week	Tall	May 31	June 14	no lights	May 31
	10 week	Short	May 24	June 7	no lights	June 7
	9 week	Short	May 31	June 14	no lights	June 14
	11 week	Medium	May 24	June 7	no lights	May 31
	10 week	Medium	May 31	June 14	no lights	June 7
	9 week	Medium	June 7	June 21	no lights	June 14
	8 week	Medium	June 14	June 28	no lights	June 21
	10 week	Tall	June 7	June 21	no lights	June 7
	9 week	Tall	June 14	June 28	no lights	June 14
	10 week	Short	June 7	June 21	no lights	June 21
August 15	9 week	Short	June 14	June 28	no lights	June 28
	11 week	Medium	June 7	June 21	no lights	June 14
	10 week	Medium	June 14	June 28	no lights	June 21
	9 week	Medium	June 21	July 5	no lights	June 28
	8 week	Medium	June 28	July 12	no lights	July 5
	10 week	Tall	June 21	July 5	no lights	June 21
	9 week	Tall	June 28	July 12	no lights	June 28
	11 week	Medium	June 7	June 21	no lights	June 14
	10 week	Medium	June 14	June 28	no lights	June 21
	9 week	Medium	June 21	July 5	no lights	June 28
	8 week	Medium	June 28	July 12	no lights	July 5
	10 week	Tall	June 21	July 5	no lights	June 21
	9 week	Tall	June 28	July 12	no lights	June 28

# YEAR ROUND POT PLANT SCHEDULE

FLOWER	Response Group	Treatment	PLANT	PINCH	LIGHT PERIOD	START SHADE
September 12	10 week	Short	June 21	July 5	no lights	July 5
	9 week	Short	June 28	July 12	no lights	July 12
	11 week	Medium	June 21	July 5	no lights	June 28
	10 week	Medium	June 28	July 12	no lights	July 5
	9 week	Medium	July 5	July 19	no lights	July 12
	8 week	Medium	July 12	July 26	no lights	July 19
	10 week	Tall	July 5	July 19	no lights	July 5
	9 week	Tall	July 12	July 26	no lights	July 12
September 26	10 week	Short	July 5	July 19	no lights	July 19
	9 week	Short	July 12	July 26	no lights	July 26
	11 week	Medium	July 5	July 19	no lights	July 12
	10 week	Medium	July 12	July 26	no lights	July 19
	9 week	Medium	July 19	Aug. 2	no lights	July 26
	8 week	Medium	July 26	Aug. 9	no lights	Aug. 2
	11 week	Tall	July 12	July 26	no lights	July 12
	10 week	Tall	July 19	Aug. 2	no lights	July 19
October 10	9 week	Tall	July 26	Aug. 9	no lights	July 26
	10 week	Short	July 19	Aug. 2	no lights	Aug. 2
	9 week	Short	July 26	Aug. 9	Aug. 2 — Aug. 9	Aug. 9
	11 week	Medium	July 19	Aug. 2	no lights	July 26
	10 week	Medium	July 26	Aug. 9	no lights	Aug. 2
	9 week	Medium	Aug. 2	Aug. 16	Aug. 2 — Aug. 9	Aug. 9
	8 week	Medium	Aug. 2	Aug. 16	Aug. 2 — Aug. 16	Aug. 16
October 24	10 week	Short	July 26	Aug. 9	Aug. 2 — Aug. 16	Aug. 16
	9 week	Short	Aug. 2	Aug. 16	Aug. 2 — Aug. 23	Aug. 23
	11 week	Medium	July 25	Aug. 9	no lights	Aug. 9
	10 week	Medium	Aug. 2	Aug. 16	Aug. 2 — Aug. 16	Aug. 16
	9 week	Medium	Aug. 9	Aug. 23	Aug. 9 — Aug. 23	Aug. 23
	11 week	Tall	Aug. 2	Aug. 16	no lights	Aug. 9
	10 week	Tall	Aug. 9	Aug. 23	Aug. 9 — Aug. 16	Aug. 16
	9 week	Tall	Aug. 17	Aug. 30	Aug. 17 — Aug. 23	Aug. 23
November 7	10 week	Short	Aug. 9	Aug. 23	Aug. 9 — Aug. 30	Aug. 30
	9 week	Short	Aug. 16	Aug. 30	Aug. 16 — Sept. 6	no
	11 week	Medium	Aug. 9	Aug. 23	Aug. 9 — Sept. 23	Aug. 23
	10 week	Medium	Aug. 16	Aug. 30	Aug. 16 — Aug. 30	Aug. 30
	9 week	Medium	Aug. 23	Sept. 6	Aug. 23 — Sept. 6	no
	11 week	Tall	Aug. 16	Aug. 30	Aug. 16 — Aug. 23	Aug. 23
	10 week	Tall	Aug. 23	Sept. 6	Aug. 23 — Aug. 30	Aug. 30
	9 week	Tall	Aug. 30	Sept. 13	Aug. 30 — Sept. 6	no
November 21	10 week	Short	Aug. 23	Sept. 6	Aug. 23 — Sept. 13	no
	9 week	Short	Aug. 30	Sept. 13	Aug. 30 — Sept. 20	no
	11 week	Medium	Aug. 23	Sept. 6	Aug. 23 — Sept. 6	Sept. 6
	10 week	Medium	Aug. 30	Sept. 13	Aug. 30 — Sept. 13	no
	9 week	Medium	Sept. 6	Sept. 20	Sept. 6 — Sept. 20	no
	11 week	Tall	Aug. 30	Sept. 13	Aug. 30 — Sept. 6	Sept. 6
	10 week	Tall	Sept. 6	Sept. 20	Sept. 6 — Sept. 13	no
	9 week	Tall	Sept. 13	Sept. 27	Sept. 13 — Sept. 20	no
December 5	10 week	Short	Sept. 6	Sept. 20	Sept. 6 — Sept. 27	no
	9 week	Short	Sept. 13	Sept. 27	Sept. 13 — Oct. 4	no
	11 week	Medium	Sept. 6	Sept. 20	Sept. 6 — Sept. 20	no
	10 week	Medium	Sept. 13	Sept. 27	Sept. 13 — Sept. 27	no
	9 week	Medium	Sept. 20	Oct. 4	Sept. 20 — Oct. 4	no
	11 week	Tall	Sept. 13	Sept. 27	Sept. 13 — Sept. 21	no
	10 week	Tall	Sept. 20	Oct. 4	Sept. 20 — Sept. 27	no
	9 week	Tall	Sept. 27	Oct. 11	Sept. 27 — Oct. 4	no



# YEAR ROUND POT PLANT SCHEDULE

FLOWER	Response Group	Treatment	PLANT	PINCH	LIGHT PERIOD	START SHADE
December 19	10 week	Short	Sept. 20	Oct. 4	Sept. 20 — Oct. 11	no
	9 week	Short	Sept. 27	Oct. 11	Sept. 27 — Oct. 18	no
	11 week	Medium	Sept. 20	Oct. 4	Sept. 20 — Oct. 4	no
	10 week	Medium	Sept. 27	Oct. 11	Sept. 27 — Oct. 11	no
	9 week	Medium	Oct. 4	Oct. 18	Oct. 4 — Oct. 18	no
	11 week	Tall	Sept. 27	Oct. 11	Sept. 27 — Oct. 4	no
	10 week	Tall	Oct. 4	Oct. 18	Oct. 4 — Oct. 11	no
	9 week	Tall	Oct. 11	Oct. 25	Oct. 11 — Oct. 18	no
January 2 1961	10 week	Short	Oct. 4	Oct. 18	Oct. 4 — Oct. 25	no
	9 week	Short	Oct. 11	Oct. 25	Oct. 11 — Nov. 1	no
	11 week	Medium	Oct. 4	Oct. 18	Oct. 4 — Oct. 18	no
	10 week	Medium	Oct. 11	Oct. 25	Oct. 11 — Oct. 25	no
	9 week	Medium	Oct. 18	Nov. 1	Oct. 18 — Nov. 1	no
	11 week	Tall	Oct. 11	Oct. 25	Oct. 11 — Oct. 18	no
	10 week	Tall	Oct. 18	Nov. 1	Oct. 18 — Oct. 25	no
	9 week	Tall	Oct. 25	Nov. 8	Oct. 25 — Nov. 1	no
January 16	10 week	Short	Oct. 18	Nov. 1	Oct. 18 — Nov. 8	no
	9 week	Short	Oct. 25	Nov. 8	Oct. 25 — Nov. 15	no
	11 week	Medium	Oct. 18	Nov. 1	Oct. 18 — Nov. 1	no
	10 week	Medium	Oct. 25	Nov. 8	Oct. 25 — Nov. 8	no
	9 week	Medium	Nov. 1	Nov. 15	Nov. 1 — Nov. 15	no
	11 week	Tall	Oct. 25	Nov. 8	Oct. 25 — Nov. 1	no
	10 week	Tall	Nov. 1	Nov. 15	Nov. 1 — Nov. 8	no
	9 week	Tall	Nov. 8	Nov. 22	Nov. 8 — Nov. 15	no
January 30	10 week	Short	Oct. 25	Nov. 15	Oct. 25 — Nov. 22	no
	9 week	Short	Nov. 1	Nov. 22	Nov. 1 — Nov. 29	no
	11 week	Medium	Oct. 25	Nov. 15	Oct. 25 — Nov. 15	no
	10 week	Medium	Nov. 1	Nov. 22	Nov. 1 — Nov. 22	no
	9 week	Medium	Nov. 8	Nov. 29	Nov. 8 — Nov. 29	no
	11 week	Tall	Nov. 1	Nov. 22	Nov. 1 — Nov. 15	no
	10 week	Tall	Nov. 8	Nov. 29	Nov. 8 — Nov. 22	no
	9 week	Tall	Nov. 15	Dec. 6	Nov. 15 — Nov. 29	no
February 13	10 week	Short	Nov. 8	Nov. 29	Nov. 8 — Dec. 6	no
	9 week	Short	Nov. 15	Dec. 6	Nov. 15 — Dec. 13	no
	11 week	Medium	Nov. 8	Nov. 29	Nov. 8 — Nov. 29	no
	10 week	Medium	Nov. 15	Dec. 6	Nov. 15 — Dec. 6	no
	9 week	Medium	Nov. 22	Dec. 13	Nov. 22 — Dec. 13	no
	11 week	Tall	Nov. 15	Dec. 6	Nov. 15 — Nov. 29	no
	10 week	Tall	Nov. 22	Dec. 13	Nov. 22 — Dec. 6	no
	9 week	Tall	Nov. 29	Dec. 20	Nov. 29 — Dec. 13	no
February 27	10 week	Short	Nov. 22	Dec. 13	Nov. 22 — Dec. 20	no
	9 week	Short	Nov. 29	Dec. 20	Nov. 29 — Dec. 27	no
	11 week	Medium	Nov. 22	Dec. 13	Nov. 22 — Dec. 13	no
	10 week	Medium	Nov. 29	Dec. 20	Nov. 29 — Dec. 20	no
	9 week	Medium	Dec. 6	Dec. 27	Dec. 6 — Dec. 27	no
	11 week	Tall	Nov. 29	Dec. 20	Nov. 29 — Dec. 13	no
	10 week	Tall	Dec. 6	Dec. 27	Dec. 6 — Dec. 20	no
	9 week	Tall	Dec. 13	Jan. 3	Dec. 13 — Dec. 27	no
March 13	10 week	Short	Dec. 6	Dec. 27	Dec. 6 — Jan. 3	no
	9 week	Short	Dec. 13	Jan. 3	Dec. 13 — Jan. 10	no
	11 week	Medium	Dec. 6	Dec. 27	Dec. 6 — Dec. 27	no
	10 week	Medium	Dec. 13	Jan. 3	Dec. 13 — Jan. 3	no
	9 week	Medium	Dec. 20	Jan. 10	Dec. 20 — Jan. 10	no
	8 week	Medium	Dec. 27	Jan. 17	Dec. 27 — Jan. 17	no
	11 week	Tall	Dec. 13	Jan. 3	Dec. 13 — Dec. 27	no
	10 week	Tall	Dec. 20	Jan. 10	Dec. 20 — Jan. 3	no
	9 week	Tall	Dec. 27	Jan. 17	Dec. 27 — Jan. 10	no

## GARDEN VARIETIES FOR SPRING BLOOMING POT PLANTS

In recent years there has been evidenced a rapidly increasing demand for pot plants with lasting qualities, as noted by the increased sales of Pot Mums for the Spring Holidays. This demand is being further enlarged by the use of Hardy Mums during the Spring months as they offer the additional sales appeal of being used again by the purchaser for fall blooming in the garden.

These attractive, colorful pots can best be timed for the different holidays by the use of lights and black cloth, but they also may be brought in with slightly less accuracy without the use of lights or shade. (See schedules below.)

Many growers, besides finding ready sales for the five or six inch pot, have found a nice additional Cash and Carry Market for the three inch pot (one cutting — single pinch), and for the market pack or flat of Spring Hardies, solid colors or mixed.

The cuttings should be ordered to arrive one or two weeks ahead of pinch date. For delayed start they may be planted and pinched on pinch date.

Pot and place under artificial lights upon arrival. Use 60 Watt bulbs placed four feet apart and thirty inches above the plants. It is best to light for three hours during the middle of the night. Maintain a sixty degree night temperature until buds are well developed.

### GARDEN VARIETY COLLECTIONS

If you are familiar with the better garden 'Mums we suggest you make the selection of varieties to suit your particular requirements. Such reservation will give your order preference in shipping.

For those who are not acquainted with the varieties we will select varieties for the collections listed below that you may desire. These varieties however will be selected from surplus stock at the time of delivery.

#### MINIMUM SHIPMENT AT THIS PRICE 300 R. C.

Orders calling for 1000 or more and restricted to 50 of a Variety billed at \$6.00 per 100.

**300 — 950**  
**\$6.00 per 100**

COLLECTION #1 — All cut flower varieties.  
COLLECTION #2 — Cushion or border varieties.

**1000 — Up**  
**\$5.75 per 100**

COLLECTION #3 — Cut-flower and border varieties.  
COLLECTION #4 — Varieties for Spring Pots.

### GARDEN VARIETIES FOR POTS

#### WHITE

Crystal Maid  
Benora  
Ostosa  
Jess Williams  
Gloria  
Kansas  
Chris Columbus  
Mitsie

#### RED & BRONZE

Lipstick  
Remembrance  
Toronto  
W. P. Snyder  
Calumet  
Dolli-Ette  
Iron Mountain

#### YELLOW

Yel. Chris Columbus  
Kings Ransom  
Astoria  
Yel. Calumet  
Pomponette  
Honeycomb  
Chiquita  
Sept. Sunshine

#### PINK

Spellbound  
Alert  
Ann Ladygo  
Mischief  
Major Cushion  
Joan Helen  
Minnpink  
Fuschia Fairy

#### 3" POT — NO LIGHTS

#### NO SHADE — ONE PINCH

For May flowering the cuttings should be planted and pinched by mid March. Remember that temperature of sixty degrees must be maintained. An attempt to flower these varieties later than May 25th without shade is not recommended.

Plunging 3" pots in soil and peat eliminates extensive watering.

### SINGLE PINCH METHOD

#### EASTER — Apr. 17

Plant & Light — Feb. 1 - 8  
Pinch — Feb. 22  
Lights Off — Feb. 22

#### MOTHER'S DAY — May 8

Plant & Light — Feb. 22 - 29  
Pinch — Mar. 12  
Lights Off — Mar. 12  
Start Shade — Apr. 4

#### MEMORIAL DAY — May 30

Plant & Light — Mar. 15 - 29  
Pinch — Apr. 4  
Lights Off — Apr. 4  
Start Shade — Apr. 4

### \*DOUBLE PINCH METHOD

Plant and light four weeks earlier and pinch one week after planting. Second pinch should be made on date given in Single Pinch Method.

### PINCHING SCHEDULE FOR GARDEN CHRYSANTHEMUMS

Natural Flowering Date	Last Pinch Date for Cut Flowers	Last Pinch Date For Border Plants
Sept. 1	June 17	July 10-15
Sept. 15	June 24	July 15-20
Sept. 30	June 30	July 20-25
Oct. 10	July 5	July 25-30
Oct. 15	July 10	Aug. 1-5



# GARDEN VARIETIES

VARIETY	MATURES	PRICES PER 50
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VARIETY	MATURES	PRICES PER 50
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## WHITE

<b>CRYSTAL MAID</b>	<b>Sept. 12</b>	<b>4.00</b>	Decorative type, cream pompon. Low growing that is suited for borders. Responds well to Spring Pot plant culture.
<b>WHITE CUSHION</b>	<b>Sept. 15</b>	<b>3.63</b>	Low growing for border plantings. White decorative type flower with slight pink shadings in buds. Blooms earlier second year.
<b>BENORA</b>	<b>Sept. 20</b>	<b>4.38</b>	Dwarf type growth providing large flowers on rigid stems. Spreading well shaped plant. Good for pots.
<b>JESSAMINE WILLIAMS</b>	<b>Sept. 25</b>	<b>4.25</b>	White quilled type spoon. Vigorous early free flowering variety of medium height.
<b>OSTOSA</b>	<b>Sept. 25</b>	<b>4.25</b>	An intermediate paper white pompon on a semi-dwarf plant. Early and very free flowering. One of the best whites for foreground planting.
<b>GLORIA</b>	<b>Sept. 25</b>	<b>4.00</b>	Very free flowering Ivory White decorative pompon. Flowers are larger and more double than Chris. Columbus. Fine no light — no shade May pot variety.
<b>CHRISTOPHER COLUMBUS</b>	<b>Oct. 1</b>	<b>3.88</b>	A pleasing cream colored medium sized decorative pom. Very prolific in the garden. Outstanding for Spring and Fall pots. Good cut flower variety.

<b>LYRIC</b>	<b>Oct. 5</b>	<b>4.00</b>	A short growing white single or daisy type of good substance. Very useful for Spring pot plants.
<b>KANSAS</b>	<b>Oct. 5</b>	<b>4.50</b>	Medium white decorative, compact growth habit. Durable flower on stiff pedicles. Exciting new white with sharp response and good breaking habit. Outstanding for Spring pots or border plantings.
<b>MITSIE</b>	<b>Oct. 5</b>	<b>4.50</b>	Small round white pompon. Bushy compact growth habit with a profusion of bloom. Really remarkable specimen for border planting. One of the best whites for Spring pots. Improves Pepita.
<b>HORIZON</b>	<b>Oct. 5</b>	<b>4.25</b>	Intermediate decorative pom, produced on good sprays with excellent stem foliage. Very good as cut flower under glass or in the garden as well as for Spring pot plants.
<b>SILVERPLATE</b>	<b>Oct. 12</b>	<b>4.38</b>	Pure white decorative. Medium height making a good cut flower for garden use and for Pot plants.
<b>BLIZZARD</b>	<b>Oct. 15</b>	<b>4.25</b>	Small formal pompon. Clear white, durable flowers on well formed sprays. A very prolific and useful cut flower and garden variety as well as under glass or in the cloth house.

## YELLOW

<b>YELLOW CUSHION</b>	<b>Sept. 15</b>	<b>3.63</b>	A pleasing shade of yellow. Low growing decorative type for border plantings.
<b>POMPONETTE</b>	<b>Sept. 15</b>	<b>3.75</b>	Low growing, intermediate golden yellow pompon. Very prolific and useful garden variety. Good for Spring Pot plants.
<b>GOLDEN FANTASY</b>	<b>Sept. 20</b>	<b>4.50</b>	Bright golden carnation type decorative. Vigorous growing habit with an abundance of blooms on plant of medium height. A really striking variety for garden plantings.
<b>SEPTEMBER SUNSHINE</b>	<b>Sept. 20</b>	<b>3.75</b>	Medium single, very prolific. Showy bright lemon. Responds well for Spring pot plants.
<b>TRANQUILITY</b>	<b>Sept. 25</b>	<b>4.00</b>	Reliable primrose yellow decorative pompon for late September. Medium height.
<b>HONEYCOMB</b>	<b>Sept. 25</b>	<b>4.00</b>	Small honey yellow button pompon. Short compact growth for foreground planting. Responds well for Spring pot plants.
<b>YELLOW SUPREME</b>	<b>Sept. 28</b>	<b>3.63</b>	Bright lemon yellow, cushion border.

<b>KINGS RANSOM</b>	<b>Oct. 1</b>	<b>4.13</b>	Large golden yellow decorative. Vigorous growth, prolific bloomer. Good Spring pot variety.
<b>YELLOW CRIS. COLUMBUS</b>	<b>Oct. 1</b>	<b>3.88</b>	Lemon yellow, intermediate decorative. One of the most popular for Spring pot plants. A good cut flower and prolific garden variety.
<b>CHIQUITA</b>	<b>Oct. 1</b>	<b>4.38</b>	Small, deep lemon yellow button pompon. Chic for Spring and Fall pots. Intermediate garden variety.
<b>ASTORIA</b>	<b>Oct. 5</b>	<b>4.25</b>	Intermediate bright lemon yellow pompon. Considered an improvement over Yel. Chris. Columbus or Moonlight for the Spring pot plant program. Early foreground variety.
<b>CHARLES NYE</b>	<b>Oct. 5</b>	<b>4.38</b>	Large deep yellow pompon. Excellent as cut flower. Showy and prolific garden variety.
<b>YELLOW CALUMET</b>	<b>Oct. 10</b>	<b>4.38</b>	Lemon yellow sport of Calumet. Good early cut flower addition. May be used for Spring Pots.
<b>SARASOTA</b>	<b>Oct. 15</b>	<b>4.00</b>	Medium bright yellow pompon. Excellent cut flower variety for the garden as well as under glass and in the cloth house.

# GARDEN VARIETIES (Cont.)

VARIETY	MATURES	PRICES PER 50
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## BRONZE & RED

<b>GLOW WORM</b>	<b>Sept. 10</b>	<b>4.00</b>
Semi-double cushion, for border planting. Orange Scarlet.		
<b>TORONTO</b>	<b>Sept. 20</b>	<b>4.38</b>
Pleasing bronze decorative. Prolific bloomer with short growth habit. Outstanding for pots and borders.		
<b>SCARLET CRIMSON</b>	<b>Sept. 20</b>	<b>3.88</b>
Decorative type, bright red pompon. Medium height for secondary border in gardens.		
<b>FLAMBOYANT</b>	<b>Sept. 25</b>	<b>4.00</b>
Decorative, secondary border and cut flower. Stately and lively, flaming orange bronze.		
<b>CHAMPION CUSHION</b>	<b>Sept. 25</b>	<b>3.63</b>
Deep bronze decorative type pompon. Borders or Spring pots.		
<b>COMMANDER CUSHION</b>	<b>Sept. 25</b>	<b>3.63</b>
Decorative type, red pompon. Borders or Spring pots.		
<b>REMEMBRANCE</b>	<b>Sept. 28</b>	<b>4.25</b>
Large decorative, deep carmine. For pots and secondary borders in the garden.		
<b>LIPSTICK</b>	<b>Sept. 28</b>	<b>4.13</b>
Attractive ruby colored Cushion pompon. Borders and Spring pots.		
<b>W. P. SNYDER</b>	<b>Oct. 1</b>	<b>4.25</b>
Intermediate decorative. Bright apricot color, useful for garden and Spring pots. Medium height.		

VARIETY	MATURES	PRICES PER 50
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<b>IRON MOUNTAIN</b>	<b>Oct. 1</b>	<b>3.88</b>
Deep red pompon. Short growing and very good in the garden. Excellent as a pot plant.		
<b>HUNTSMAN</b>	<b>Oct. 5</b>	<b>4.38</b>
Scarlet orange decorative. Excellent garden cut flower, showy and dependable. Tall grower.		
<b>DOLLI-ETTE</b>	<b>Oct. 10</b>	<b>4.13</b>
Striking golden bronze and red spoon. Sure fire variety for pots or garden.		
<b>CARNIVAL</b>	<b>Oct. 10</b>	<b>4.38</b>
Large pompon. Glowing burnt orange. Good cut flower and background garden variety.		
<b>CALUMET</b>	<b>Oct. 10</b>	<b>4.25</b>
A large apricot bronze pompon of superior flower quality making well formed sprays. Excellent all around variety for the garden background, cloth house, Spring pot plants and normal flowering.		
<b>RADIANCE</b>	<b>Oct. 15</b>	<b>4.25</b>
Intermediate red decorative pompon. Breaks freely and responds uniformly. Beautiful non-fading color. Very prolific and useful for garden and Spring pot plants.		
<b>RAJAH</b>	<b>Oct. 15</b>	<b>4.38</b>
Intermediate single, striking scarlet red daisy. Excellent cut flower for the garden and under glass.		
<b>JAMES STEWART</b>	<b>Oct. 15</b>	<b>4.38</b>
Small apricot gold pompon. Responds to early shading in the cloth house. Good natural cut flower in greenhouse or garden.		

## PINK

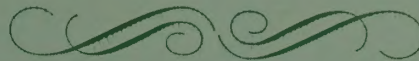
<b>JOAN HELEN</b>	<b>Sept. 10</b>	<b>3.75</b>
Intermediate pompon, deep purple. A brilliant garden variety. Exceptionally good as pot plant.		
<b>ALERT</b>	<b>Sept. 20</b>	<b>4.13</b>
Large decorative dark purple pompon produced on well shaped plants. Flower more durable than Purple Waters. Especially good for Spring pots.		
<b>MINNPINK</b>	<b>Sept. 25</b>	<b>4.00</b>
Lovely rose pink cushion. Very compact with a profusion of bloom. Improvement on Major Cushion in color and form. Good habit for Spring pots and border plantings.		
<b>LOVELINESS</b>	<b>Sept. 25</b>	<b>4.38</b>
Carmine pink spoon with outstanding flower quality. Provides that something different for garden sales.		
<b>MAJOR CUSHION</b>	<b>Sept. 25</b>	<b>3.63</b>
Decorative type lavender pompon. Good border variety and useful for Spring pot plants.		
<b>SPELLBOUND</b>	<b>Oct. 1</b>	<b>4.13</b>
Intermediate decorative, pleasing lavender shade. Ideal as Spring pot plant. Height medium.		
<b>MISCHIEF</b>	<b>Oct. 1</b>	<b>4.25</b>
Dark purple single with contrasting yellow center. Profuse flowering and attractive as border variety or for Spring pot plants.		

<b>ANN LADYGO</b>	<b>Oct. 5</b>	<b>4.50</b>
Medium pink anemone. Cushion type growth. One of the loveliest garden specimens to date. When in full flower the foliage is completely covered by beautiful pink anemones. The most exciting new Spring pot available.		
<b>LASSIE</b>	<b>Oct. 10</b>	<b>4.00</b>
Large bright pink decorative. Very good cut flower for the garden and background planting.		
<b>JOYBRINGER</b>	<b>Oct. 10</b>	<b>4.25</b>
Salmon rose pompon. Low branching and making an excellent garden variety. Ideally suited for Spring pot plants.		
<b>FUCHSIA FAIRY</b>	<b>Oct. 14</b>	<b>4.38</b>
Lovely pink decorative. Cushion growth habit. Nice flower form for Spring Pots.		
<b>JEWELL</b>	<b>Oct. 15</b>	<b>4.38</b>
Small lavender pink button pompon. This durable flower is useful in the garden, cloth house, or under glass.		
<b>ENTERPRISE</b>	<b>Oct. 15</b>	<b>4.38</b>
Large pompon, amaranth rose, produced on well formed sprays with strong rigid stems. Good quality flowers for the cloth house or normal flowering.		



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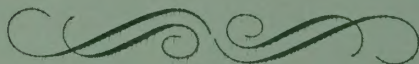
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## **CONTRACT PRICES**

CONTRACT PRICES are available to year-round growers of Cut Flowers or Pot Mums.

We will set up program with you and determine a fixed price for Rooted Cuttings for the program. This enables you, the grower, to select varieties for different periods without having to absorb higher planting costs at various times. Under contract prices the cost of cuttings remain fixed throughout the program. Contract pricing is available to growers at our discretion, depending on frequency and volume of shipments. We will be glad to provide further information if you are interested in this plan.





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1960

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1961

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